



## Insurance Choice

Optilead has been working with Insurance Choice since January 2014. Part of Markerstudy Group's Retail Division, Insurance Choice sells a range of products through their specialist vehicle department, including home, car, van, bike, motorhome and taxi insurance.



## The Challenge

The key to securing sales, particularly for taxi and minibus business, is reaching potential customers quickly. Statistics show that, on average, when a customer makes an enquiry, there is only a one hour window to make a sale. Insurance is very competitive, and a customer is likely to have spoken to five or six other companies in this period of time. The further down the 'queue' you are, the harder it is to sell the policy.

## The Solution

Optilead supply a 'dialler', which allows staff to engage with potential customers within minutes of them submitting an enquiry online. On average, the customer is contacted within one minute, meaning that 80% of enquiries are successfully followed up with a phone call from the sales team. The dialler enables staff to respond quickly, increasing the chance of making a sale by 59%.

## The Results

Using the dialler, Markerstudy Group's Retail Division saw their average taxi and minibus business monthly sales for Insurance Choice increase by 150%.

"Optilead has enabled us to respond to potential sales quickly and effectively. We have significantly boosted sales throughout our business, with our taxi and minibus department at Insurance Choice boasting the best improvements." - George Trifonos, Group Sales Manager, Markerstudy Group Retail Division

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**George Trifonos,**  
**Group Sales Manager**

Markerstudy Group  
Retail Division

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maximising revenue 

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