



## Footman James

With a customer base of 140,000 policyholders, Footman James is one of the UK's leading insurance brokers. Providing niche insurance for specialist vehicles, Footman James is owned by Towergate, who have acquired over 300 specialist insurance companies since forming in 1997.



## The Challenge

Maximise conversion rates from prospects using the Footman James website to obtain insurance quotes.

## The Solution

Optilead captured the details of every prospect that completed an online quote and allowed Footman James to call the prospect back immediately. In cases where they were unable to get hold of the prospect immediately, Optilead sends a text message to the prospect's mobile phone, prompting them to call back.

These leads were seamlessly 'blended' into the Footman James call centre, allowing them to use spare inbound capacity to make outbound calls.

## The Results

Footman James achieved a decision-maker contact rate of over 50% on the first attempt using Optilead, and the general response from prospects was positive.

During the initial pilot phase, their online quote conversion rate increased by 100%. Since then we have been working with them on solutions for renewals, re-marketing and debt collection.

"The service I have received from Optilead has been first class. Great, honest guys to work with and they were very quick to turnaround new developments." – David Gardiner, Sales Manager

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**David Gardiner,**  
**Sales Manager**  
[Footman James](#)

**optilead.**  
maximising revenue 

☎ 0800 011 4105

✉ [info@optilead.co.uk](mailto:info@optilead.co.uk)

🌐 [www.optilead.co.uk](http://www.optilead.co.uk)