



## 2Gether Insurance are a step ahead of the online game with Leadcall's real-time, event triggered lead management tool.

2Gether Insurance, the specialist motor insurance provider, pride themselves on offering exceptional levels of service and great quality advice. The reputation of the brand and relationships with customers is of utmost importance, and this is reflected by the high retention of customers for all types of renewals.

2Gether Insurance are registered on aggregator sites such as Quote Zone, Quote Searcher and Insurance For Caravans to obtain online leads. Whenever a customer enters a relevant quote search, aggregators pass on the customer details and quote requirements to its panel of insurance clients, including 2Gether Insurance. It's then down to the insurance brokers to follow up on the leads, in order to generate business.

They operate in a very competitive and specialist market, where online leads from aggregators are not exclusive. Leads are distributed to a panel of insurers registered with each aggregator, with each capable of handling enquiries within a given product type. At this stage, for 2Gether Insurance, they felt it was crucial to enforce an innovative, compelling contact strategy to accelerate communication with online leads, in order to accelerate online sales and remain competitive.

### The Solution

2Gether Insurance turned to Leadcall to implement real-time, rapid engagement with customer leads generated by its comparison sites. Leadcall automatically handles the online leads generated through aggregator sites, and triggers the information into 2Gether's contact centre, within seconds of receiving the leads. At the contact centre, agents review the customer quote information and automatically connect to the customer by phone.

Timing is crucial to converting these leads into customers, as with most online businesses. Other insurance competitors who receive the same online leads will be eager to contact customers as quickly as possible in order to secure a sale. Research has shown that online leads can go cold after as little as 1 hour, therefore it is important to engage with prospects as quickly and efficiently as possible, whilst a quote is still fresh in the customer's mind.

Using Leadcall has helped us to establish a competitive edge as it allows us to reach online leads in record time. Complete automation and real-time communication ensures that our agents get to speak to customers within seconds of them carrying out an online quote or enquiry. Timing is such a critical factor to our success, and we're delighted to say that the proficiency of Leadcall has increased our online conversions by 500%.

**Gary Haime,**  
**Managing Director.**

### The Results

Since using Leadcall, 2Gether Insurance has increased its online conversions by 500%, resulting in an overwhelming boost in revenue. Personal engagement with leads is so fast that customers appreciate the proficiency of the phone call and are more likely to convert, having just completed a quote online.

Leadcall puts 2Gether Insurance a step ahead of competitors by automatically triggering online leads through to agents in record time. 2Gether's advisors are notified about customer quote enquiries automatically and have the opportunity to speak to the customer on the phone instantly, at the click of a button, before competitors have even had chance to look at the leads. The Leadcall system allows 2Gether's advisors to be a lot more proactive and efficient at handling calls, contributing to greater online conversions and exceptional customer service.

