

Europa Group uses Leadcall for real-time calls to convert new online insurance quotes

Europa Group uses the online-to-offline telephony platform in conjunction with insurance aggregators' data and its own websites to trigger outbound calls when customers receive quotations.

Calls are triggered in real-time to the Europa call centre when agents accept the calls and are automatically connected to the customers. A timely, helpful call within just a few seconds of receiving a quote is proven to produce significant returns, not least boosting customer service levels and significantly raising conversion rates.

The Company

Europa Group Ltd (which includes MotorCycle Direct and Onequote Direct) has been established since 1997 and manages the insurance needs of over 100,000 individual customers every year. Europa has been working with Leadcall since 2007 - making them the longest standing Leadcall customer.

The long term partnership has developed and grown steadily over the past 3 years - and now includes not just triggered calls, but SMS broadcasts and call back buttons - all coordinated and facilitated via the Leadcall system.

The Solution

After recently moving to their new office complex, Europa Group have the capability and capacity to handle thousands of calls per day, contacting 'hot lead' customers to offer help and advice. Leadcall aggregates data from multiple sources for Europa - all the main comparison sites, plus its own websites and even call back requests. As certain data sources may provide more valuable leads, the calls are able to be prioritised automatically - using the function within the Leadcall platform.

Europa enjoys a number of key benefits through using such a fully automated process. Management information provided by the Leadcall platform is of vital importance, allowing both an overview and an in-depth data analysis that can be deeply scrutinised, including key variables such as: the number of calls made, which agents are accepting calls, number of customers spoken to, call length and critically, number of sales made. Together these help identify call centre productivity and agent efficiency.

We're delighted with the overall results - the bottom line is that Leadcall pays for itself many times over. We like the regular upgrades to the system and are always kept up to date with new features. Leadcall approach us with new ideas - and we feel involved in the development process.

Andy Cole,
Europa Operations Manager

Europa Group is working hard to improve its service to customers through co-ordinated communications, not least, timely, relevant customer calls to talk through quotes and help customers make the right decision.

Andy Powell,
Europa Managing Director

An additional benefit from instant calls to customers is that it provides an excellent opportunity for customer interaction and engagement at a much higher level than was previously achievable. Andy Cole, Europa Group operations manager is very happy with the results, and as a key customer is instrumental in the development of Leadcall. One important area for Europa Group is the flexibility of the Leadcall system - they can increase or decrease the volume of calls quickly and easily in line with call centre.