

HUGHES INSURANCE

Hughes Insurance chooses Leadcall to help buyers make the right decision

Northern Ireland insurance specialists Hughes uses Leadcall to effectively contact people who have completed a quote on the www.hughesinsurance.co.uk website or on price comparison sites to ensure they are speaking to customers as quickly as possible.

Prior to the new website and the on-line quote and buy facility, volumes were negligible and as such nothing specific was done with regards to these hot leads. Now the company is improving its service to customers through timely, relevant calls to talk them through quotes and help them make the right decision. Hughes has seen a massive increase in online traffic and resulting sales have been consistently growing as a result of using Leadcall.

Why did Hughes turn to Leadcall?

There were several reasons for using Leadcall, the speed at which a potential customer can be contacted on the telephone, the automation which removes the majority of human intervention, the amount of MI produced, and the ability to selectively profile the data.

Management information is vital to the business and Hughes makes full use of the Leadcall stats. Monthly stats are monitored closely based on the number of quotes, calls, decision maker contacts and calls over 5 minutes which then relate well to the number of sales. Gaining positive 'buy-in' from both management and staff is critical when moving to a new platform and seeing immediate results really helps.

Hughes is also using a simple 'Call Me' button on their website, another example of improving customer service and making things easier by linking the website and call centre. If customers get stuck half way through a quote, they want to resolve it quickly so one click generates a call via the Leadcall system into the call centre and straight to the customer. Problem solved.

Hughes utilises a broad spread of online and offline marketing activities and the Leadcall system integrates well with them. Future plans are to use Leadcall for renewals, to extend the facility to use SMS and email marketing and as part of some of its affinity relationships.

Our staff have been well trained in Leadcall and that combined with the speed at which a lead comes through means that they really embrace the platform and the resulting leads.

**Gareth Brady,
CEO of Hughes Insurance**

We are delighted with the resulting conversions and the technology more than pays for itself. The amount of MI provided is second to none and the platform is very easy to administer.

**Gareth Brady,
CEO of Hughes Insurance**

