



FSB

The Federation of Small Businesses (FSB) is the UK's largest pressure group for small firms.

It has around 200,000 members across 33 regions and 194 branches.



The Challenge

FSB have been encouraging small business owners to sign up for membership through their website, so they can enjoy added benefits.

However, completing the online process requires business information and payment screens. Some users needed to ask questions that required a personal response, and often left the process part way through.

This meant that - in conversion terms - people were visiting the website to sign up, but not always completing the process.

The Solution

Working with Optilead, the FSB have implemented a number of help features on their website to offer assistance to visitors.

One of them is via an outbound calling system. In less than one minute, Optilead automatically connects FSB advisors with customers that drop off the website. It gives the advisor the opportunity to talk through the sign up process with the customer. It also lets them resolve any issues and gain valuable feedback on how the website works.

The Optilead solution was preferred to other methods because it gives visitors more responsive customer service. Sending email and SMS reminders can often be useful too. But if they are left unread for some time, it may no longer be convenient for the customer to finish their application.

The Results

Figures from website analytics also show that the bounce rate – which compares overall visitors with the number of completed sign ups – has improved significantly. This is a key performance indicator for a site like FSB, who receive high volumes of interested web visitors every day.

Head of Sales, Diane Hewitt, explains that the response they receive is very positive.

“Customers seem to really appreciate a friendly call from one of our advisors if they are seen to leave the website while completing some of the forms, as the usual reason is that they have a question that needs a personal response.”

“A large number of businesses find our website and are interested in joining the FSB, but for numerous reasons they still slip off the website. So the more ways we can offer customers the opportunity to connect with our advisors in the channel of their choosing, the higher the website conversion.”

“ The more ways we can offer customers the opportunity to connect with our advisors in the channel of their choosing, the higher the website conversion. ”

Diane Hewitt,
Head of Sales

The Federation of Small
Businesses

optilead.
maximising revenue 

☎ 0800 011 4105

✉ info@optilead.co.uk

🌐 www.optilead.co.uk