SUCCESS STORY

OPENTEXT™

Frontline Optimizes Websites to Boost eCommerce Income

OpenText™ Optimost supports £500,000 increase in online sales

Online sales account for more than 80 percent of Frontline's business. But the UK insurance company's sales conversion rates were below average. Frontline quickly took action with a new optimization strategy that used OpenText Optimost to test and improve its sites. Its conversion rates have now made it an industry leader.

Challenge

Unsatisfactory Conversions

Supported by a proliferation of price comparison sites, more people are buying their insurance online and competition is intense. To increase their market share, insurance providers must ensure that their websites successfully engage with customers and convert visits into sales.

This is of crucial importance to Frontline because 80 percent of its sales are either started or completed online and more than 90 percent of all sales touch the online channel at some point.

Part of the BGL Group, Frontline has three brands - Auto and General, Budget Insurance, and Dial Direct. Frontline specializes in car, van and home insurance and provides its 450,000 customers with a range of additional products, such as breakdown cover, legal expenses, vehicle replacement, personal accident and home emergency cover.

"Our online presence is absolutely vital to the company," says Simon Moore, senior ecommerce manager, BGL Group. "Typically, the websites have 120,000 visits a month with 12 percent using smartphones, 22 percent coming from tablets and the remainder from desktop computers. We rely a lot on people clicking through to our site from price comparison sites, which generate more than 70 percent of our sales traffic."

Once potential customers are 'warmed up' by these price comparison sites, they're directed to several Frontline web pages. These pages are intended to convert visits into sales and increase order value by promoting additional products and benefits. However, analysis showed the pages were not meeting Frontline's conversion targets, and there were significant opportunities to improve performance.

"We carried out a lot of industry benchmarking," explains Moore. "It revealed that we were not ranking very high for conversion and income generated in the market."

Frontline acted quickly and designed a new optimization strategy. It decided to invest in technology that would enable the company to test and streamline the website's capabilities.

INDUSTRY:

Insurance

CUSTOMER:

Frontline, part of BGL Group

CHALLENGES

- *Lift conversion rates to meet company targets*
- *Increase income from online presence*

SOLUTION:

OpenText™ Optimost

BENEFITS

- *Increased sales by £500,000*
- *Lifted conversion rates by 40 percent through better web design and functionality*
- *Delivered return on investment equal to five times initial cost*
- *Reduced cancellations and improved customer promoter scores*

> *"We trust OpenText enough to get them involved at the commercial coalface of our online business. That underlines how much we value their input."*
>
> SIMON MOORE, SENIOR ECOMMERCE MANAGER, BGL GROUP

Solution

Content and Design Tests

"The key aim was to provide the new team with a robust solution that could take us forward," says Moore. "We didn't want to do small tests. We wanted to change the online performance of the business and we wanted to gain confidence through talking to people who were technically strong and could share best practices, such as multivariate testing (MVT). We were fortunate that another part of our business had a relationship with OpenText. When we talked to them about their Optimost product, it came across very well and we were able to test a dummy system. We saw a couple of other vendors, but the technical robustness of Optimost impressed us."

Optimost provides an immediate and measurable way to optimize cross-channel marketing. Using advanced analytics, it draws information from across multiple channels to provide a deeper insight into the performance of online marketing initiatives. Intelligent MVT enables users to try multiple combinations of content, design, layout and pricing and then test them on real customers to see which work best.

Identifying the most compelling combinations of digital content by both market and customer segment, Optimost is designed to deliver greater customer engagement, better conversion rates and increased revenue with maximum return on investment (ROI).

OpenText often delivers Optimost as a managed service. Working jointly, OpenText and Frontline teams conduct some 30 significant online tests a year, mainly concentrating on content and design for the company's three brands. Some customers are exposed to the new ideas and some are not. By introducing this control, the team can gauge success by comparing the relative performance of each group against key metrics.

Benefits

Increased Revenue and Conversion Rates

With new products and improved services, Frontline's customer program has increased revenue by £1 million a year, and it is estimated that £500,000 of that is due to the use of Optimost. Frontline has increased its conversion rates by more than 40 percent, placing it among the industry leaders, and sales of one key ancillary product have grown by more than 50 percent. Optimost has also delivered an impressive ROI of five times its initial cost. Importantly, the program has also improved customer clarity, which has reduced cancellations and improved customer promoter scores, demonstrating that customer-centric optimization can enhance both satisfaction and trading KPIs.

One successful Optimost project was the introduction of overlays based on the customer's activity on the site. The overlays, which remind customers what they could be missing by not choosing ancillary products, have resulted in increased order values. Optimost enabled the simple design of this data-driven solution.

Optimost has also supported the introduction of online video chat where customers can have a face to face conversation with Auto and General's contact center advisors.

"Using Optimost to test this new functionality enabled us to go live and see the commercial value very quickly," says Moore. "This was a customer-centric piece of work and customer satisfaction was huge. Optimost gave us the speed and versatility that are vital for digital businesses but sometimes lacking in the insurance industry. It is one of the most positively received pieces of work we've done."

Frontline has benefited from both optimization technology and the experience of people at OpenText. "They know what they are doing and provide strong account management," Moore says. "We collaborate by phone and email; have quarterly review meetings and also yearly planning meetings. We value the association so much that we have just renewed the contract.

"Testing is an evolving process because we are continually trying to improve our conversion rates and income. Our ideas change and the expectations of the customers, change along with design standards, and we have to keep moving, keep investing, and try to make things better."

Frontline plans to use Optimost to test its online service center, in order to improve the customer experience and make it less likely for clients to go elsewhere.

"The nature of our industry is that after the first year, a lot of customers investigate other providers and prices," says Moore. "We want to use Optimost to help us retain their business by giving them compelling offers and reminding them of the benefits of continuing their relationship with us."

> *"OpenText Optimost gives us the speed and versatility to make changes to our websites and test them very quickly. We can react to trading conditions in a speedy manner and with confidence that things will be implemented and delivered successfully."*
>
> SIMON MOORE, SENIOR ECOMMERCE MANAGER, BGL GROUP

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