Getting to the Root Cause of Low Conversion Rates To Inform UX Improvements

The Challenge

This American insurance company was attracting thousands of new customers a day with their digital-first fast claim service. By providing free, no-obligation quotes in minutes, they aimed to deliver a seamless shopping experience that allowed potential customers to gather the information they needed, exactly when they needed it.

But there was a problem. While traffic to the fast quote tool was exceptional, the return on investment—actual quote yields and conversions—wasn't hitting defined benchmark goals. And, as analytics showed, it wasn't due to a lack of interest or engagement. Shoppers were abandoning the process just moments before pressing the "I'm Ready To Complete My Quote" button. Desperate to prove the tool's value, the marketing team needed to figure out what was causing the customer experience breakdown.

To uncover the true root cause, they needed help executing an end-to-end customer journey investigation for the fast quote service. In doing so, they would illuminate areas of opportunity and churn and help identify where and how to improve the UX to empower visitors to complete their experience.

The Approach

- Measure the full customer journey holistically to understand barriers to conversion and identify customers who are most likely to choose this insurer

- Move beyond tactical analysis of the product into persona-/demographic-based insights to inform design and decision making about the user's experience

- Create an analytics infrastructure to drive insights that enable design and development teams with full visibility and accountability for the entire customer journey

- Define internal product benchmarks to track the performance of product and design changes against unit and business outcomes

- Establish a strategy for integrated planning that enables more effective cross-functional collaboration

- Drive alignment for iterative design and testing throughout a new product development lifecycle

The Results

Tallwave discovered the last question in the insurer's quote request form exhausted and frustrated potential customers, increasing abandonment with no intention to return. This insights revealed potential solutions the insurer immediately put into market.

Our joint work and collaboration on their fast quote resulted in:

87%
increase in auto leads in 2020

4
point NPS increase for their customer portal

Tallwave