



Hughes Insurance

Established in 1977, Hughes Insurance has become the largest independent insurance broker in Northern Ireland; offering local people great products at competitive prices.



The Challenge

Effectively contact people who have completed a quote on the Hughes Insurance website, or a price comparison site, to ensure they are speaking to prospects as quickly as possible.

The Solution

Using Optilead and Callback, Hughes Insurance were able to improve their customer service through timely, relevant calls to talk prospects through quotes and help them make a decision that is right for them.

The Results

Hughes Insurance have seen a massive increase in online traffic and resulting sales have been consistently growing as a result of using Optilead.

Management information is vital to the business and Hughes Insurance makes full use of the Optilead statistics page. Monthly statistics are monitored closely, based on the number of quotes, calls, decision-maker contact rate and calls over 5 minutes in length. These figures then give management a good idea of how well their campaigns are working.

Hughes Insurance is also using a simple 'Call Me' button on their website. This is another way of improving customer service and making things easier for the customer by linking the website to the call centre. If prospects get stuck half way through a quote, it always helps to resolve it quickly. One click generates a call via the Callback system into the call centre and straight to the prospect. Problem solved.

Future plans are in motion to use Optilead for renewals, to extend email and SMS marketing, and to begin using it in affinity relationships.

"Our employees have been well trained by Optilead and combined with the speed at which a lead comes through, means that they really embrace the platform and the resulting leads. We are delighted with the conversion rates 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

“ We are delighted with the conversion rates and the technology more than pays for itself. ”

Gareth Brady,
CEO

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maximising revenue 

☎ 0800 011 4105

✉ info@optilead.co.uk

🌐 www.optilead.co.uk