



The Key to Conversion: Quote conversions are effortless with an intelligent interface

A top 10 insurance company partnered with ICC to improve online quote and bind rates.

A national insurance company wanted to improve online quote and bind rates, but the customer interface was letting them down. Before an improved portal could be developed, our partner needed to test new features without disrupting daily business.

ICC's development resources produced an online environment that enables hi-fi usability testing of various website attributes. This pilot reveals the key elements that positively impact sales.

The simulated environment empowers the client to alter critical features, maximizing the opportunity for quote conversion before launching the enhanced website.