



How DueDil improves conversion rates and safeguards Smart Pension's customer journey

- ▶ Using DueDil helps bring in 70% of all company revenue
- ▶ Ensures the fastest sign-up flow and highest conversion rates for pension auto-enrolment
- ▶ API implemented in under one week, and is now integral to the product

DueDil and Smart Pension | June 2016

Situation

Market disruptor Smart Pension provides auto-enrolment for workplace pensions to UK SMEs. Since launching in May 2015, it has signed up 2,500 companies and more than 30,000 members.

It wanted to avoid the high drop-off rates associated with a long and complicated sign-up procedure for new customers.

Actions

To save users time during the onboarding process and ensure that the majority complete registration, Smart Pension uses DueDil's API prepulator tool to help prevent issues during sign-up.

With a live database of every single company in the UK and Ireland, DueDil provides Smart Pension with readily accessible, comprehensive and reliable business information.

Using DueDil's API prepulator tool, custom fields are automatically filled in with specialist company information for users during sign-up.

This enables Smart Pension to maximise revenues by minimising drop-off rates and ensuring a seamless customer experience.

Result

70%

REVENUE GENERATED
WITH HELP OF DUEDIL

Smart Pension has utilised DueDil's data since launch, and credits it as partly **responsible for 70% of the total revenue** it generates.

"DueDil gives us the ability to impress our customers with a 'magic moment' very early on in our relationship with them. No other tool or technology has impacted our interaction with our customers to the same extent.

"If we didn't have DueDil in our sign-up flow then I firmly believe that we would barely have achieved 30% of the sign-ups that we have as a company."



Will Wynne,
Co-founder and MD

Would your company benefit from an increase in sign-ups while enhancing the customer journey?

Check out our interactive demo:

www.prepopulator.com