

# Driving Conversions for Quoted Not Sold Prospects

The car insurance industry is worth approximately \$316 billion with **nearly 215 million insured drivers in the US.**

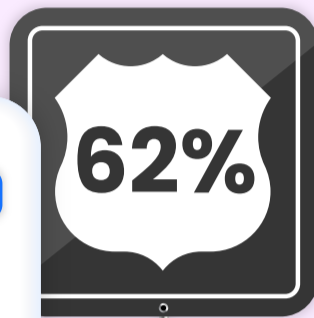
For many insurance shoppers, the internet is the first step to assess their options. In fact, 68% did not have one specific company in mind when they started searching. And while 74% research their insurance purchases online, only 25% end up purchasing online.

- 68% No company preference
- 74% Researched online
- 25% Purchased online



## Mobile First

Over 50% of insurance searches are conducted on mobile phones, making **Drips Conversations as a Service (Caas)** the ideal way to proactively connect with potential customers.

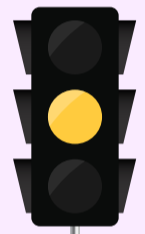


Of insurance buyers say speaking with a rep on the phone is the most influential factor in their purchasing decision.

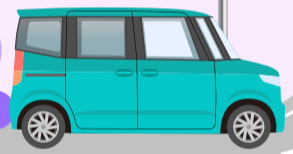


## Don't Keep Them Waiting

Insurance buyers wait on hold an average of three minutes and 24 seconds to speak with an agent to make a purchase. Unfortunately, many callers hang up after one minute and 30 seconds.



See how one company overhauled their customer engagement processes resulting in a 25% increase in conversions.



## Don't Leave Money on the Table

Auto insurance carriers that provide best-in-class experiences consistently generate two to four times more growth in new business and 30% higher profitability than firms with an inconsistent customer focus.



## It's About More Than Acquisition

Customers who are satisfied are 80% more likely to renew their policies when compared to unsatisfied customers. An enhanced customer experience not only helps with customer acquisition, it's also an effective customer retention strategy.

If you're ready to drive better customer acquisition strategies, improve customer experience and improve conversions, **Drips can help!**

[Contact us to learn more](#)

