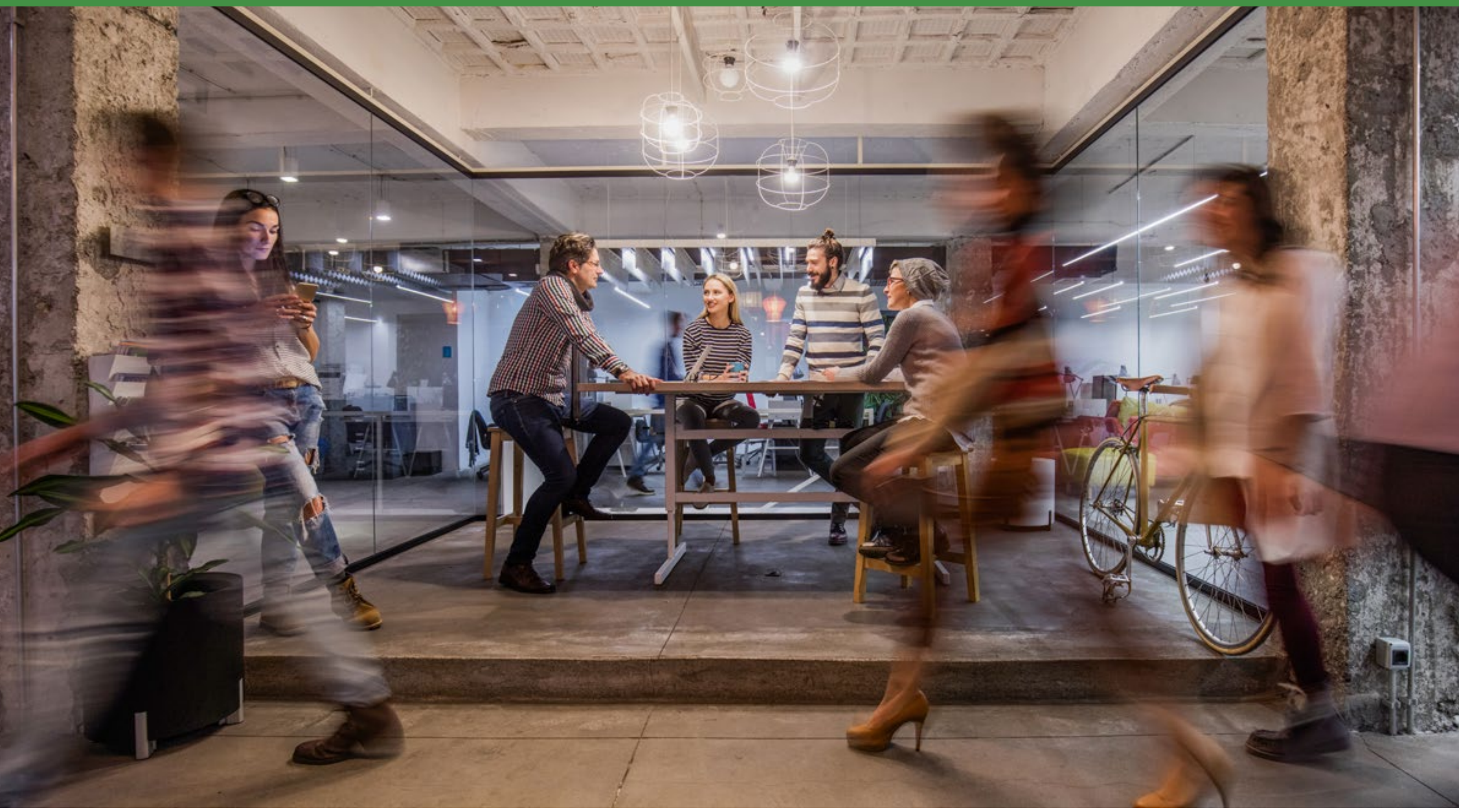
Guide

Insurance unleashed

Website optimisation for insurance



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In the ever-evolving insurance landscape, the power of a high-performing journey is critical to success. But with close regulation of the insurance industry and compliance requirements in place to protect policyholders, how can insurers optimise customer journeys to increase sales whilst also meeting the needs of users?

We have years of experience optimising insurance websites to drive conversions and increase add-on take-up whilst having the customer at the heart of our optimisation programmes.

In this guide, we have identified key optimisation strategies for the insurance industry to prepare your website for success in the dynamic digital landscape.

What we will cover

1. How the theories around clarity of benefits can increase add on take-up
2. Price Comparison Websites Vs Direct: How a change in behaviour impacts your optimisation strategy
3. How social signals can increase user trust and conversion
4. How using clear content can not only help adhere to Consumer Duty, but also increase conversion rate

How to increase your optional extra take-up rate

Optional extras on insurance websites can often be irritating to users, and a way for businesses to increase revenue rather than focusing on how they provide optimal cover to users.

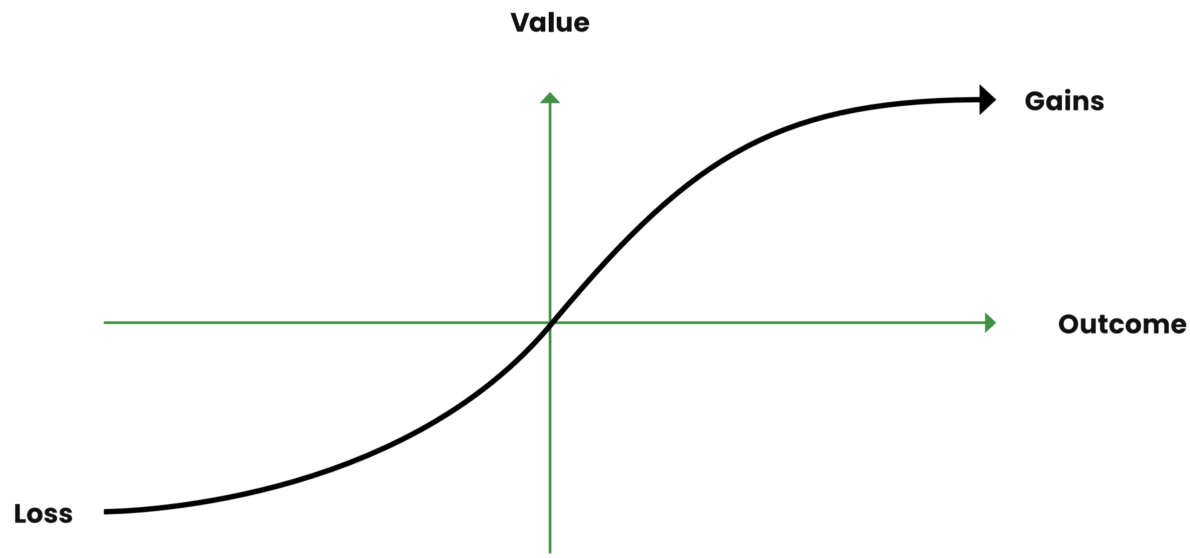
There are two theories that insurance companies need to take into account - Prospect Theory and Gestalt Theory.

1

Prospect Theory

Also known as loss aversion, this theory helps us understand how users make decisions under risk and uncertainty.

The theory suggests that individuals tend to be risk-averse when it comes to insurance decisions in terms of potential gains and losses. If an insurance customer is shown two options to choose from, the user will always prefer the option with potential gains. By presenting choices to customers in a clear, structured way, you can show the gains of a product and encourage users to take action and convert.



Proximity Principle

Clarity and simplicity also link to Gestalt theory principles. These principles describe how humans group elements together to simplify content on websites.

The Proximity principle is a concept that ensures "whitespace" is used in design to create distinct groups on web pages, making content clear and linking to related content. This principle lends itself to insurance, so content adheres to the Insurance Distribution Directive and Consumer Duty.

Find out how we worked with John Lewis Finance to increase home insurance add- on sales using Prospect and Gestalt theories with a simplistic, clearer design and structure of add- ons on their website.

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Case study
How we worked with John Lewis Finance to boost insurance add on take-up rate

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Background

User testing highlighted to John Lewis Finance (JLF) that add-ons are confusing and users made "assumptions" about the optional extras and what they include. Profitable add- ons were unclear and required increased visibility due to the high popularity of key add- ons in the home insurance market. Qualitative analysis showed that a quarter of desktop and half of mobile users do not view the optional extras, meaning they have the lowest impression rate despite these products being the most profitable.

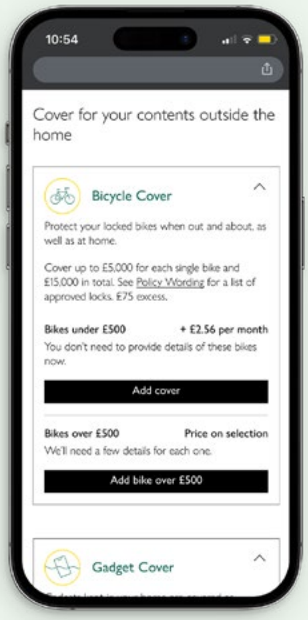
Hypothesis

IF we redesign the home insurance add-ons to make information clearer, in order of importance and clearer navigation labelling.

THEN we will increase add-on uptake.

BECAUSE we will improve clarity by aligning with Prospect and Gestalt theories.

Control



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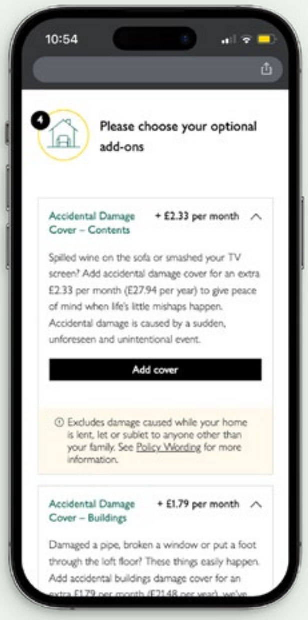

The Results

"Page progression and add-on uptake increased, driven by changing the copy, layout and navigation of the quote page."

+9% Increase in next step conversion

+53% Add on take up rate increased

Price comparison websites vs direct

How a change in behaviour impacts your optimisation strategy.

2

Background

Price Comparison Websites (PCWs) used by insurance consumers have grown exponentially since the launch of the first sites in the early 2000s and now cater for ~75% of motor insurance buyers.

PCWs allow users to shop around for the best insurance price transparently, and therefore, the percentage of users buying outside PCWs online has decreased. This information highlights differing user behaviour and links to Decision Staging as users entering an insurance website from a PCW are likely to be in a different buying stage and mindset than a direct user.

What have we learnt through insight and experimentation on what insurers need to consider between Direct and PCW users?

Trust and clarity

PCW visitors want increased trust and brand reputation signals to help increase familiarity with the insurance provider. With 1 in 5 consumers believing insurers are untrustworthy, increasing your conversion rate from PCWs is essential.

Familiarity

PCW users require familiarity and consistency. Examples of this are deep linking of add-on selection from the PCW to insurance provider, consistency of price, and familiar jargon-free language.

Price Transparency

PCW users often prioritise price and, therefore, require clear information, and details on what is covered in the core insurance package to make an informed decision. This isn't to say Direct users do not require this, but they may be less price- sensitive due to previous research.

Edit in journey

50% of the ten providers we researched send PCW users to unfamiliar pages (Direct journey forms), impacting familiarity, consistency and knowledge of where they are in their journey to purchase. Having in-page editing will positively impact conversion rates.

Find out how we worked with Ageas Car Insurance to increase conversion using some of these principles.

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Case study

How using brand awareness and clear USPs increased Ageas GWP by +£2.6m per year

Background

Qualitative analysis showed that the highest abandonment rate in the journey for Ageas was from the premium page, where users land from the PCW.

User testing highlighted that the Ageas premium landing page from PCWs lacked character and personality. This provided an opportunity to experiment with these levers to increase the conversion rate.

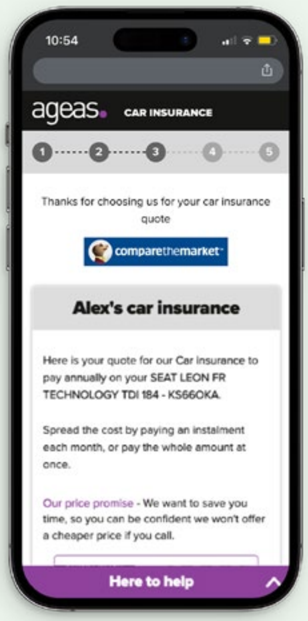
Hypothesis

IF we communicate the identity and value of Ageas more effectively

THEN a higher proportion of users will purchase.

BECAUSE users will have greater confidence in the brand.

Control



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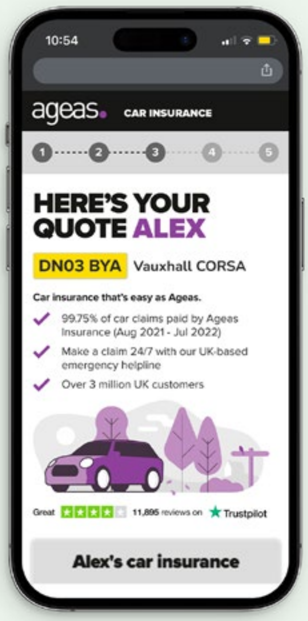


The Results

"By improving the identity and value of Ageas Car Insurance above the fold, users' confidence in the brand increased and, as a result, increased overall conversion rate."

+3% Increase in users completing a sale

+£2.6m Increase in Gross Written Premium based on a 3% uplift in conversion over a year

Use social signals to increase trust and boost conversions

3

Background

Trust is vital in insurance. It underpins client relationships, sector reputation, and the business itself. When users trust insurance companies to honour commitments, they buy more policies, fostering industry growth. Trust aids customer retention, with clients staying longer and referring others.

The importance of social signals such as positive reviews, recommendations, and testimonials cannot be underestimated in this context. They showcase users' trust in the insurance provider, reinforcing its credibility and attracting potential customers. In insurance, trust is both ethical and strategic, impacting customer acquisition and retention.

There are several psychological principles that you can use to boost conversions.

Here are two that we find impactful:

Authority bias

The theory of authority bias is rooted in the understanding that individuals tend to trust and follow those who exhibit qualities of expertise, credibility, and influence. Using industry rankings like Defaqto, Which? or industry awards are proven ways to increase users' trust in the product.

Social proof

Social proof is a psychological concept that describes the tendency of individuals to look to the actions and behaviours of others as a guide for their own actions, especially in situations where they are uncertain or unfamiliar. It's a powerful influence on human behaviour and decision-making.

A crucial way to use this is to show user reviews either as quotes or a star rating from a review platform like Trustpilot or Google. Another way is to reference the number of users already using the service.

Case study

Agria Pet Insurance website redesign

Background

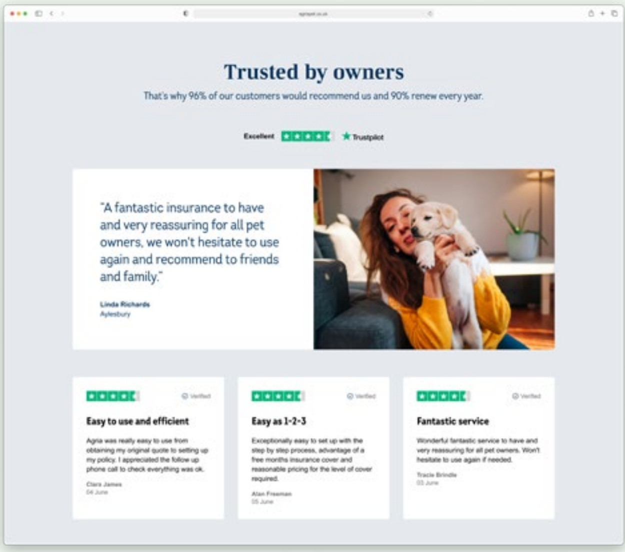
We have worked with Agria Pet Insurance to improve the UX and performance of their brochureware site. We found they needed to have consistent use of reviews and social signals on product pages and across the site. Some journeys had signals on the site but were buried on tertiary pages.

The solution

We ran a core messaging workshop with Agria, where we uncovered a lot of stats and supporting information that needed to be provided on the website. During the content design process, we introduced these messages to relevant parts of the journey and created consistent patterns across the different areas of the site.

Trustpilot

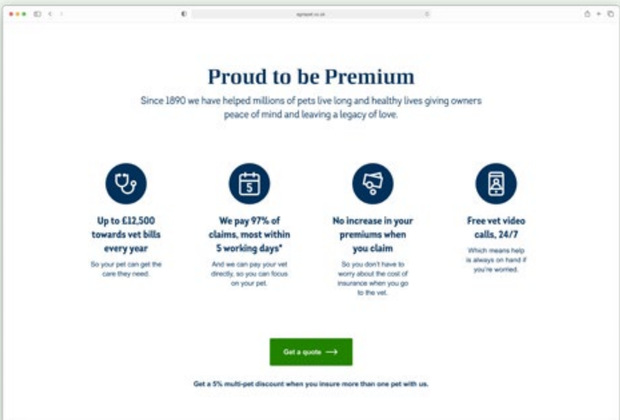
We added a larger Trustpilot hero area on the product homepages with a testimonial block. We added a header pattern of "Trusted by [audience]" to frame the sections.



Supporting data

We added a new block with supporting data. This was well received in user testing.

User quote: "Pay 97% of claims - that's GOOD - basically that transpires that you do pay out."



Content clarity

4

Background

In the summer of 2023, new rules came into force for financial services firms. Known as the Consumer Duty, it sets a higher standard of consumer protection in financial services.

The Consumer Duty means the customer should get:

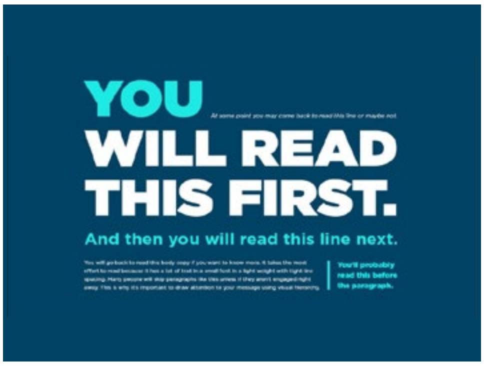
- The support they need, when they need it
- Communications they understand
- Products and services that meet their needs and offer fair value

With this in mind, content clarity for insurance products is vital.

Content clarity

What do we mean with content clarity and how does it apply to insurance?

- Avoid jargon and use plain language where possible
- Make policy documents clear and easy to understand
- Explain what is covered but also what isn't covered in a policy
- User a clear content hierarchy



Writing for humans

Good digital content requires a deep understanding of who your users are, how they think and what they know. We always suggest that you test your content on users to help determine whether:

- Your users can easily understand and process the information
- The content has the tone of voice you predefined
- There are jargon terms that need to be explained

The best way we have found to do this is usability testing.

Case study
John Lewis suitability page

Background

User research showed that some users found the question on the first home insurance journey step off-putting. This step is there to decide whether users need standard or specialist insurance. These questions made some customers question whether John Lewis' insurance was only for a high-income demographic and not for them. Research also suggested the heading might be misleading for some users, causing them to abandon the journey unnecessarily.

Hypothesis

IF we improve the page title, combine the cover-type questions into one and move the cover selection question to this page

THEN more users will progress to the next form page and ultimately get a quote.

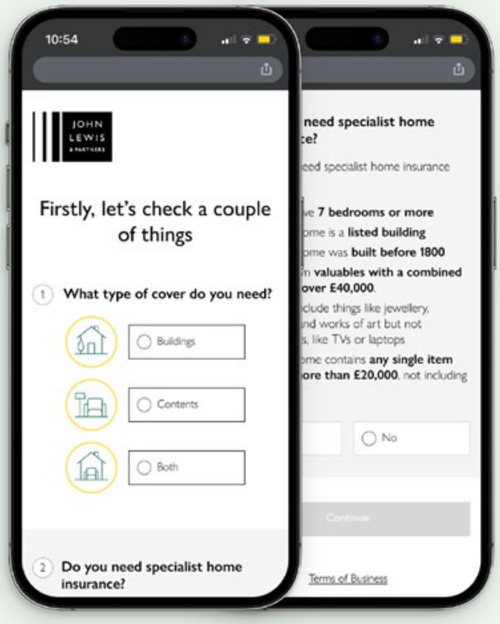
BECAUSE the improved sign-posting, increased clarity about the purpose of the page, increased familiarity (around cover type selection) and a reduction in cognitive load.

Implementation

- Improved page title
- Cover-type question moved forward in the journey
- Four questions combined into one simplified yes/no question
- Numbered sections

Control

Variation



The Results

"The new design increased 'Suitability to Eligibility' page flow by +5%, resulting in a +2.7% increase in 'Start Quote to See Quote' rate."

+5% Page progression increase

+£23k Worth approx 130 incremental sales per year and £23,000 incremental LTV

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