

Kwik Fit recontacts with customers through Auto-Callback

Business need

To counteract the problem of customers who request a mobile insurance quotation but do not complete the transaction, and re-contact them offering a chance to purchase



The solution

Consumers who have requested a quotation but don't complete a purchase, receive an SMS offering them the chance to speak with the contact centre instead. Those that reply with a keyword are automatically called back.

The mobile data is stored in Kwik Fit's online database, and appended to other coordinates; many thousands submit their data. A high proportion of prospects, who might otherwise be lost to Kwik Fit requested the call back.

Results

- Achieved a re-contact rate of 98% through Auto Call-back.
- This is compared to 60% through landline.

"Auto Call-back is a slick solution that understands how our contact centre works. Customers simply send an SMS and wait for us to call them back. No queuing or IVR. It's a really good experience."

Campaign Manager, Kwik Fit Insurance

