

# Go Compare use Auto Call-back to increase quote conversion

## Business need

To provide consumer with a free call back service to complete quotations received at gocompare.com.



## The solution

An SMS, sent to customers when they ask for insurance quotes through gocompare.com. The service is available to selected brands using the price comparison website.

The SMS message confirms quote details and provides a keyword which customers use to text to receive a free call back. A second text is then sent automatically confirming receipt of request.

The Auto Call-back is scheduled within a minute of reply during contact centre hours, or at the earliest convenient time otherwise. Customers speak directly to an advisor from the company that has been previously quoted.

Halifax, Lloyds, RAC and the Post Office are just some of the brands on Go Compare that access Incentivated's Auto Call-back technology.



## Functions

- Auto Call-back
- SMS
- Shortcodes

