

Car Insurance enquiries in Switzerland



Only 48% of potential customers were contacted by phone after submitting online lead through webform

Companies in scope: Allianz, Baloise, Dextra, Generali, Helvetia, Mobiliar, Post Finance, Swiss Life, TCS, Vaudoise, Winthertur / AXA, Zurich

Company	% Contacted by phone after a request submission	AVG turnaround time (hh:mm)	% Follow up call received
Allianz	80%	2:45	13%
Swiss Life	80%	11:27	13%
Company 3	70%	12:20	0%
Company 4	70%	14:48	14%
Company 5	60%	7:35	0%
Company 6	60%	11:32	17%
AVERAGE	48%	11:01	9%
Company 7	40%	2:58	0%
Company 8	40%	11:59	0%
Company 9	30%	13:45	33%
Company 10	30%	34:38	0%
Company 11	10%	4:16	0%
Company 12	10%	11:45	0%

Objective



To measure **turnaround time** of insurance companies after receiving online leads through their webforms

Fieldwork



Start: 17 / 9 / 2020
End: 22 / 10 / 2020

Sample



120 Mystery Inquiries:
- 12 Car Insurance companies
- 10 enquiries per company

Scenario



1. Submitting a request for information through **company's webform** while demonstrating an interest in buying a car insurance
2. Phone interaction with an agent and follow-up call



GAME CHANGERS

Ipsos Mystery Shopping



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