

LV= GI

Securing an additional £1.6M in annual revenue with insights from Decibel



LV= General Insurance (LV= GI) is the UK's third largest personal lines insurer with over seven million customers.

They provide car, home, pet, travel, landlord, breakdown, and home emergency insurance, and offer their services directly to consumers as well as through intermediaries, such as brokers, affinity partners and IFAs. Their overall goal is to grow customer value, underpinned by their vision to be Britain's best loved.

Goal

The digital analytics team at LV= GI are primarily focused on understanding customer behavior and optimizing conversion funnels. With a deep understanding of customers' needs and how they are expressed through digital behavior, the team can design experiences that maximize the chances of conversion. Anthony Gribbon, Journey Analytics Manager at LV= GI, describes insurance as a "high volume, low margin game," where clear and engaging customer journeys that convert are vital to the overall success of the business.

The goal was to glean actionable insights that would give the team clear direction for improving quote pages. Getting an online quote is one of the best indicators that a customer is about to make a purchase, so it's essential that the experience is flawless.

Challenge

LV= GI uses Google Analytics (GA) for its more traditional clickstream analysis. GA360 is a powerful tool, capturing 'what' the customer has done - what channel they used to get to LV.com, what pages they've seen, what errors they encountered in the journey. The missing piece of the puzzle was the 'why' behind the 'what.'

LV= GI needed to understand why customers were displaying certain behaviors in the quote journey and which of those behaviours could be leading to frustration and therefore abandonment.

Strategy

LV= GI turned to both Decibel and Maxymiser to complement GA by providing the missing links in their technology stack. Decibel brought the behavioral insights and Maxymiser the ability to test changes to website pages and flows based on these insights. Integrating these three data sources was simply a case of activating the established GA and Maxymiser integrations in the Decibel platform.



Anthony Gribbon,
Journey Analytics Manager at LV= GI

"The integrations are really easy to set up," explains Anthony. "For GA, it's a click and a few pertinent details like our account number. And with Maxymiser it's just checking a box. You can then pass GA and Maxymiser segments into Decibel - enriching all those data sets."

With these integrations, LV= GI can develop more intelligent designs and reduce the number of web page versions that need to be tested. Changes once based on surface insights from GA are now developed from a deep understanding of customer behavior and previously hidden issues are uncovered.

Using Decibel, LV= GI uncovered these experience issues:



Birds next behavior, indicating confusion



Low scroll depth



Looping behavior between the quote and contact pages



Unresponsive multi-clicking on article summaries

Using Decibel, LV= GI quickly identified customer behaviors that indicated frustration and disengagement on the car quote page, arguably the most important page on an insurer’s digital estate. These included bird’s nest behavior – where a user rapidly moves their cursor around in confusion when something does not work as intended or content cannot be found – and low scroll depth – where the information that is relevant to the visitor is visible below the page view. Anthony shares: “Decibel really helped us shine a light on customer behavior, so we can understand the reasons why a customer might be doing something.”

With these insights, the team developed new designs and A/B tested using Maxymiser. The new designs were clearer and more engaging than ever before, dramatically reducing friction for potential customers. Following the implementation of this new design, the team saw immediate improvements in key metrics.

The changes resulted in an incredible quote-to-sale uplift of over 1%, equating to an estimated annual benefit of £1.6M.

“This is our most important page, so this is a huge win for us,” says Anthony.

In addition to this, LV= GI uncovered two other experience issues using Decibel.

1. A loop on the car insurance contact page

Using the Journey Discovery feature from Decibel that visually shows the exact path the visitor took on the website, LV= GI found that in many online visitor journeys, users were switching back and forth between the car insurance product page and the contact us page. “As soon as you see the journey mapping diagram, it’s immediately obvious what’s going on,” highlights Anthony. “The way the information is displayed in Decibel removes that barrier to insight.”

2. Customers confused by article layout on mobile

LV= GI produces articles to advise customers on various topics related to insurance. Through Decibel’s heatmaps, Anthony and his team discovered that mobile website customers were multi-clicking unresponsive content summaries and expecting to be taken to that place in the article.

Using segmentation to determine which customers were most likely to experience this issue, the team was able to incorporate this insight into their testing roadmap with a view to redesign the components causing frustration.

Decibel is more than a digital experience platform: it’s a group of passionate people seeking to rid the world of digital frustration. Working with leading companies like Lego, Adidas, and Sony, we’re building technology that plugs the critical knowledge gap in how companies measure the quality of online customer experiences.

Decibel’s platform crunches billions of datapoints to automatically identify poor experiences on websites and apps, and provides digital teams with the insights they need to optimize them. The world’s leading companies harness Decibel for better conversions, more engagement, and increased customer loyalty across their digital offerings.

See how Decibel’s experience data can transform your business. Visit us at decibelinsight.com for more information.



£1.6M

Increase in Annual Revenue



1%+

Quote-to-Sale Uplift

“The ‘what’ is great – what customers are doing, what they’ve seen. However, the real value is in the ‘why’. And that’s what Decibel shines a light on.”



Anthony Gribbon, Journey Analytics Manager at LV= GI