

Admiral streamlines online quote service

BY WILL COOPER

Car insurance specialist Admiral is planning to roll out an improved quoting process across its portfolio of sites.

The change forms part of the company's strategy to counter increasing competition and consumer demand.

Admiral, which runs the Admiral, Bell, Diamond and Elephant.co.uk brands, is phasing in the new process over the next few months following a usability study by Web Credible.

The company said that the study was undertaken as it acknowledged that in the increasingly competitive online insurance market the customer journey was a site's defining element.

"Consumers are more savvy when it comes to using online quote services, in that they expect a high level of service but a shorter journey time," said Neal Bigmore, internet business executive at Admiral.

"We understand they won't waste their time at a site if it can't deliver



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what it promises quickly and efficiently, especially as there are so many sites out there," he added.

Bigmore said that the number of questions haven't changed, but the copy has been optimised to make them more relevant to the user journey.

The quoting process restructure comes a week after it was revealed that Moneysupermarket.com was looking to mature its position within the comparison market (NMA 05.07.07).

This month it launches a campaign on sites including Virgin Media and Yahoo! to move the brand away from simply direct response.