

SMALL ISSUE, BIG MONEY

How a leading European Insurance firm secured over **\$500K additional annual revenue** from new policy subscriptions, by fixing **one** simple technical issue.



\$1,103

per year

Average Premium Quote



\$9,931

per week

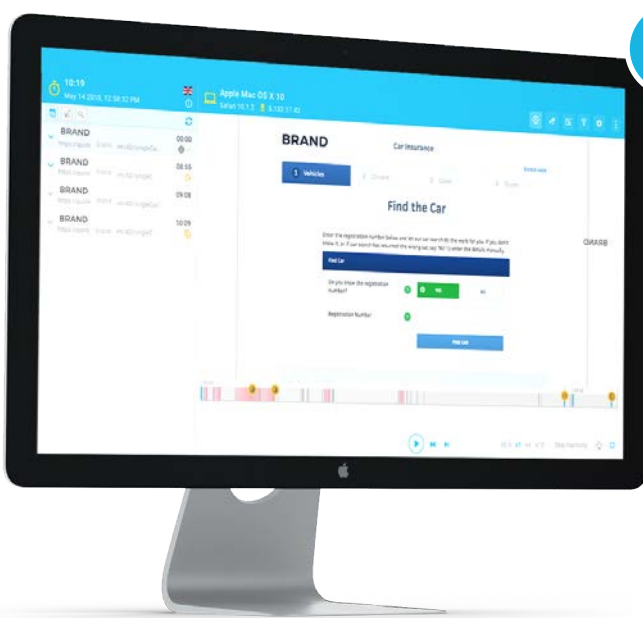
Estimated Abandoned Value



\$516,358

per year

Total Estimated Loss Premium Opportunity



1



Online Form: Car Insurance Quote

Customers starting the on-line process of getting a quote for a car insurance, were seeing their session timed out, whilst busy looking for the vehicle registration number.



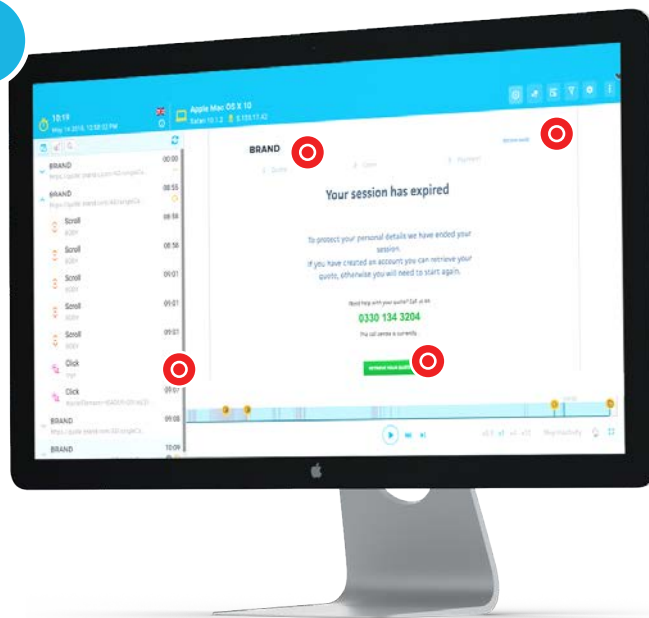
Expired Session Notification Page

Customers attempted to retrieve their quotation form by interacting with the expired session notification page, particularly by clicking on the Insurer logo and on the "Retrieve quote" button, however all attempts were unsuccessful.

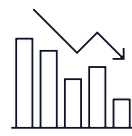
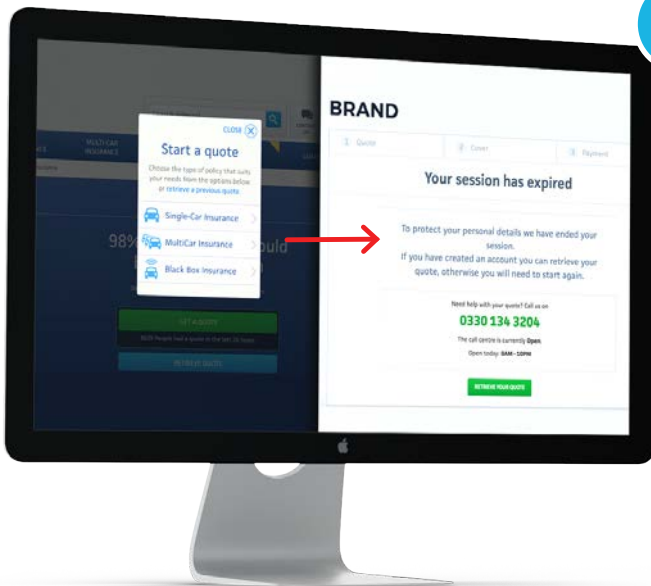
Customers reloaded the page but such action brought them back to the expired session notification page.

Customers tried to retrieve their form by reloading the page and by clicking on the back/forward buttons. These attempts were also unfruitful.

2



3



Abandonment

Customers returned to the website homepage, wishing to start the quoting process again but yet they were redirected to the expired session notification page, determining the subsequent abandonment by the customer.

97% of sessions that expired never made it to the Driver's page despite customers attempted to re-engage with the quote.

Root Cause Analysis

Thanks to Glassbox, the Insurer was able to identify that a cookie-related issue was responsible for timing out the session and for preventing users from re-engaging with the site without restarting the browser.

Quantifying the Business Impact

Glassbox' unique Cashbox functionality allowed the Insurer not only to understand what the issue was and fix it but also to quantify the exact impact this problem alone had on revenue.

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