

Quote & Buy Questions

Home Insurance

As part of the Altus Digital Experience research which is showcased in the DigitalBar, we have looked at the number of questions asked by leading UK Home Insurers that a Direct customer must answer to get a quote.

We have assumed a combined Buildings and Contents policy, no notifiable claims, single policyholder, home built of standard construction and no additional extras. Essentially this is the shortest number of questions that a customer could be asked to get a quote.

Shortest Journeys

Insurers here are clearly implementing data enrichment technologies to enable direct customers to experience a more efficient journey to get a quote.

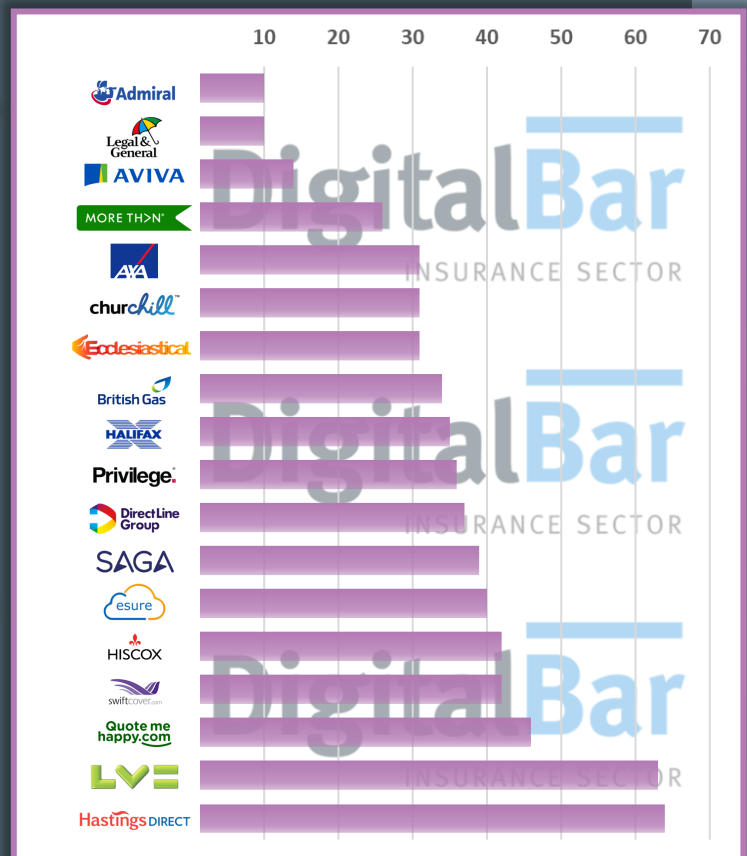
In the DigitalBar, these insurers have scored higher for providing a Quick Quote functionality.

Longest Journeys

At the other end of the scale, customers are being asked multiple questions - is this impacting conversion for Direct customers to these brands?

Price Comparison Websites

However, most Insurers ask significantly fewer questions than customers need to complete for a Home Insurance quote on Aggregators - can data enrichment technology change this?



88 questions

GoCompare

77 questions

Confused.com

77 questions

comparethemarket

71 questions

Money Super Market

Price Comparison Websites

Numbers of questions to get a Home Insurance quote