

Quote & Buy Questions

Car 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 Car Insurers that a Direct customer must answer to get a quote.

We have assumed no claims or convictions, no additional drivers and no modifications from standard spec, essentially taking the shortest possible journey to get a quote - what should be implemented for the majority of Direct customers.

Shortest Journeys

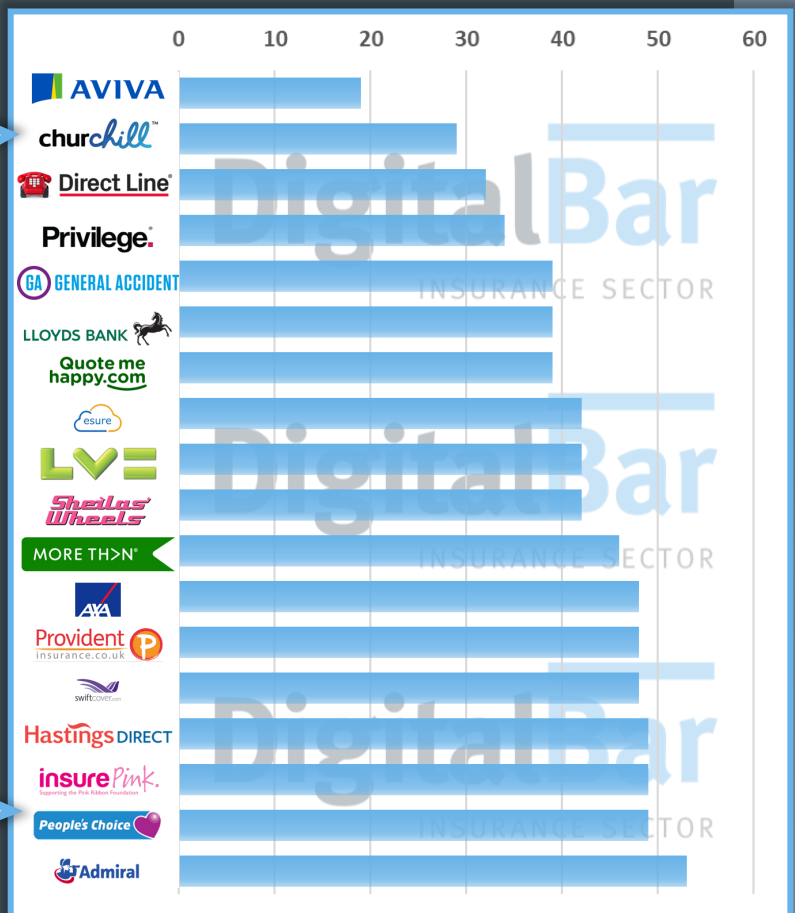
Insurers here are implementing data enrichment technologies to enable direct customers to experience a more efficient journey to get a quote.

But do they go far enough? Insurtechs have demonstrated the capabilities to get a Car Insurance quote in less than 10 questions.

Longest Journeys

At the other end of the scale, a significant number of insurers are asking over 40-50 questions.

Is this driven by the need to conform to question structures defined by PCWs?



56 questions

GoCompare

39 questions

comparethemarket

56 questions

Confused.com

52 questions

Money Super Market