The Car Insurance Megastore Case Study

Integrated text messaging at the core of insurance company's website communications.

The Car Insurance Megastore, based in Wolverhampton, is one of the UK's top internet-only, motor insurance price comparison services. What makes the company stand out is its access to over 130 insurance companies and brokers, ensuring that every online quotation will be exceptionally competitive and relevant to the insurer's needs and wishes.

This unrivalled broker access enables The Car Insurance Megastore to address all aspects of the motor insurance market, including traditional family cars, sports cars, young drivers, and vans. Following its success, the company was nominated for two awards for the provision of innovative insurance solutions by both the Insurance Times and Open GI.

Since its inception in 2003, The Car Insurance Megastore has focused on offering its users an easy-to-use online experience, backed up by a wealth of insurers, delivering the cheapest and most appropriate quotations back to the customer.

Project Requirements

The price comparison service uses the latest Oasys Motowriter software to search the insurers and return the top three results back to the user.

"To improve our client interaction, we decided to integrate an automated text-messaging capability within the web site", commented Wayne Lee, Founder of The Car Insurance Megastore. "We wanted to be able to provide our clients with SMS updates on how their policy was progressing, as well as provide renewal reminders."

The team then set about choosing and evaluating a text-messaging partner. "We looked at a lot of companies, eliminating non-UK providers early on due to poor quality and service. We trialled a few organisations before choosing TextAnywhere, who were the cheapest and most reliable", added Wayne Lee.

Project Solution

The Car Insurance Megastore website now has text-messaging integrated at its core. SMS messages are automatically sent out when various conditions arise within a customer's quotation or policy lifecycle, providing an instant and non-intrusive policy update.

A customer can opt-in to receive messages when, for example, their policy is up for renewal, when a payment is due, when a quote has been accepted, and when a policy is live.

As well as sending out automated, system-generated reminder and information messages, one-off messages can also be sent by The Car Insurance Megastore team to customers as and when required.

Project Successes

"Our customers much prefer an SMS as a means to be kept in touch with their policy, or as a reminder of an action they need to take", said Wayne Lee. "We have also found that a customer is much more likely to contact us if we send them a text message request, than if we call or email them."

The success of the text updates and reminders has led to text-messaging being used throughout the organisation's systems, and across most business processes.

The Car Insurance Megastore sees a significant return on investment when using text messaging. Not only are text messages more responded to, they are also significantly cheaper than making calls to mobile handsets.

"The text service from TextAnywhere does everything we need it to do. It's cheap, reliable and I wouldn't do without it", commented Wayne Lee, Founder of The Car Insurance Megastore.

Secure Company

Since 2002, TextAnywhere has offered a range of text services that focus on reliability, ease of use, security and good value, backed by quality support from a financially secure, profitable organisation.

Range of Services

TextAnywhere provides commercial and public sector organisations with text messaging services that enable the sending and receiving of SMS messages from individual desktops or handheld devices, through online and email applications. These can be through a simple pre-paid model or monthly account terms.

The company also offers a Developer Toolkit for clients to integrate texting in to their own applications, as well as a White Label service for partners who wish to offer TextAnywhere's services as their own, branded text messaging services.

If you would like to find out more about how TextAnywhere can help your business communications, please visit our website www.textanywhere.net or call the sales team on 08451 221 302, or email us on: welcome@textanywhere.net.