

Auto Prefill

Fenris' Auto Prefill solution is a major factor in application completion and bound policy conversion improvements



Customer Overview

The customer is an industry leader in the mortgage, home, and auto insurance market, with 20 years of experience.

Challenge

The company wanted to increase sales of auto insurance policies to customers at the time they purchased a new mortgage. With a current completion rate of only 50%, they knew the first step towards that goal would be to get more applicants to complete the form.

Fenris Solution

The company implemented Auto Prefill with VIN Add On, which enabled it to pull in all driver and VIN information for an entire household with only the applicant's name and address.

This greatly reduced the number of fields an applicant had to enter in order to get a quote. With the information prefilled, the applicant only needs to verify that the information presented is correct.

Result

The insurer's application completion rate increased from 50% to 70% within the first six months of implementation when paired with a website redesign to streamline the applicant experience.

“The final result was a 22% increase in the upsell of auto policies to our new mortgage customers.”

– Product Owner, Auto Application