

# Direct-to-Consumer: Reduce Marketing and Sales Costs by Increasing Conversion Rate

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The quest to increase conversion rate, get better quality leads and increase customer loyalty is finally over. ValChoice is the tool direct-to-consumer agents need.

*Val***Choice**<sup>®</sup>

[www.ValChoice.com](http://www.ValChoice.com)



### **Even the Best Advertisements Can't Close the Deal**

Great advertisements generate interest; lots of interest, but those leads often only care about price. That leaves your product under appreciated and subject to severe competition from other companies that adopt a price leading strategy.

### **Why an Insurance Grading System?**

ValChoice is working to help the entire insurance industry – from consumers buying insurance to the agents selling insurance and companies offering insurance products – to better understand and represent those offerings. By using ValChoice's independent grades, people can immediately see the value delivered, measured through a detailed analysis of critical purchase criteria: price, protection and service. ValChoice provides consumers with summary information for free.

Agents, advisors and insurance companies can tap the power of ValChoice rankings via ValChoice subscription services. As part of a ValChoice subscription, agents and advisors can generate custom reports for their clients showing how various companies compare. Insurance companies will be able to use ValChoice rankings to communicate the value of their current products and to further improve their future offerings. The following details how ValChoice addresses the critical needs of direct-to-consumer companies, and their agents.

### **Wanted: Tools that Increase Conversion Rate and Build Customer Loyalty**

Insurance is complicated, and most shoppers don't want to be bothered with the technical details of an insurance policy. What agents for Direct-to-Consumer companies' need is a tool that increases conversion rate by demonstrating how good your product is without getting into technical details. This process of differentiating your product and delivering significantly higher conversion rates is exactly what ValChoice tools deliver. [Click here](#) for pricing and a video demonstration of ValChoice Conversion Rate Tools.

### **The Solution Agents Need**

Every company wants their agents to be successful, but many struggle to provide the high-quality leads and the sales tools needed to increase conversion rate. ValChoice addresses this problem. Our tools are designed from the ground up for producers. They're easy to use and are proven to increase conversion rate. The tools are available for agents to subscribe to individually, or for the company to provide to agents through a corporate license.





### Maximizing Return on Advertising Expense

Strong advertising to generate interest combined with an effective tool for increasing conversion rate is the winning strategy for achieving an increased rate of growth. The best companies use independent, quantitative analysis to increase conversion rate, maximizing the value of their high-profile advertising campaigns.

### Proving Value Through Quantitative Analysis

Consumers of insurance are often focused on price, but that’s because the other information available is complicated and hard to understand. Most consumers actually want the best value, the best product for them, not only the best price. With our quantitative analysis we show which suppliers are best. If your offerings are in the top 50% of the market for value, you should be using ValChoice tools to close business.

### Components of the ValChoice Score

#### Price

The price portion of the ValChoice score analyzes financial data and provides a comparison showing how insurers vary in terms of the price and coverage they offer. The information is portrayed through a fuel-gauge-style image with the mid-point on the gauge representing the industry average.



Mid-point on the gauges represents industry average performance.

#### Protection

The protection grade is based on examining all forms of losses. The analysis is presented in an easy-to-understand image showing how good the company’s claims payment performance. This analysis is also portrayed with a fuel-gauge-style image.



Compared to peer group companies.

#### Service Quality

The service component of the overall score is based on complaints filed with insurance commissioners. The same as all the other components of the grading system, this information is collected for all insurance companies, then turned into an easy-to-understand star-rating.





### The ValChoice Score

The ValChoice Score combines all the three components of the grading system described above. Clients can decide which grade is most important to them, or make a purchase decision simply based on the ValChoice Score. Like the price and the protection grades, the ValChoice Score is represented with an easy-to-understand fuel-gauge-like image with the center (yellow) being industry average. Become a subscriber today so you can share this valuable information with clients.



The ValChoice Score combines all elements of ValChoice grading system.

### What Consumers are Saying:

*“With four young children, I need to know I’m protected if anything happens to me or my family. Thanks to ValChoice, I found out my insurance company was rated extremely low, prompting me to move my business to a better provider in order to ensure my family’s future.” Mike M., Bedford, New Hampshire*

*“I had no idea how my long-standing insurance company compared. ValChoice showed me that they ranked near the top. And with that information, I had the confidence to continue with my current provider.” Matt K., San Ramon, CA*

### Sales Tools at the Touch of Button

With ValChoice, you have complete control. You choose whether to present only your company to the client, or to present a side-by-side comparison with a competitor of your choosing. You decide based on what is right for the situation.

ValChoice tools enable agents to generate reports on the fly. The ValChoice report -- complete with your company name, logo and contact information -- can be previewed and then sent directly to the prospect.





### **It's as Easy as 1-2-3**

[Click here](#) to request a demonstration of these tools. The system is so easy to use you can be receiving high-quality leads, generating reports and closing business with new customers in less than 15 minutes.

### **About ValChoice**

ValChoice® is the only company to provide consumers, agents and advisors with information on which home and auto insurance companies offer the best price, protection and service. The company's advanced analytics platform collects and analyzes over 1.5 million financial and complaint data points and delivers the results in an easy-to-use service that Forbes Magazine describe as "Carfax for insurance." Using ValChoice, consumers are finally able to shop for insurance based on value rather than making decisions blindly based on price or advertising campaigns.