

Contentsquare for Insurance

Why insurance companies use Contentsquare to create better CX for customer acquisition and retention

Our lives are increasingly online, and digital is now a fundamental part of the human experience. This is true more than ever for consumers who interact with insurance businesses. But in a world of instant everything, we risk losing the human touch.

Contentsquare moves beyond traditional analytics to enable an unprecedented understanding of the customer experience to transform your business.

With intuitive technology that reveals the behavior, intent, and feelings of any and every user, we allow insurance businesses to deliver more human experiences quickly while ensuring privacy and accessibility. This results in **faster growth, greater agility, and happier agents and customers.**

51%

of FinServ mobile visitors bounce after viewing just one page, although desktop traffic still dominates

40%

decrease in bounce rate after a insurance quote request form redesign identified by Contentsquare

\$700K

revenue that NatWest Group gained from optimizing its mortgage calculator with Contentsquare

[Read the case study](#)

Trusted by the world's leading insurance brands...



How can Contentsquare helps the world's largest insurance companies:

- **Provide better omnichannel experiences.** Identify and fix what isn't working with in-page behavior metrics like engagement, hesitations, and rage clicks to better meet the needs of customers.
- **Improve the account opening process.** Understand how insurance customers navigate to and through your offerings pages. Monitor the experience to increase conversions.
- **Understand how users search and navigate.** See where customers drop off while navigating your site and understand which search terms, search filters, and services are resonating.
- **Identify and solve user frustration faster.** Improve your site's UX to minimize friction points. Proactively monitor for issues and quickly identify solutions to increase conversions, returning visitors, and customer loyalty.

Why leading insurance companies choose Contentsquare over other providers:

Faster growth

We enable you to understand how your customers feel about the digital experience to allow you to acquire customers faster, reduce bounce rates, drive account openings, and increase cross-sell and upsell of products.

Greater agility

In the face of unpredictable market disruption, we understand how critical it is to move fast and get it right. With Contentsquare's insights, keep up with constantly changing expectations of insurance customers to stay ahead of your competitors.

Customer happiness

We all spend too much time online not to have that time be rewarding, meaningful, and seamless. Contentsquare helps you improve business outcomes, drive higher customer retention, and deliver greater customer lifetime value (CLV).

**Every insurance customer is unique.
Understand what makes them click.**

See the power of digital experience analytics in action with our [6-min on-demand demo](#).