



An additional 25% increase in leads achieved using an on exit survey

BACKGROUND

Provident specializes in Home Collected Credit (HCC) and is one of the leading home credit providers in Europe. Provident has 2.8 million customers in 11 European countries as well as in Mexico and Australia. As part of the International Personal Finance (IPF) group, they are one of the largest employers in the region and one of the strongest 250 international companies traded on the London Stock Exchange.

Provident's vision is to make a difference in the everyday life of a customer by offering simple and personalized financial products. They have provided over 300,000 customers small, unsecured, short-term loans that were unserved or overlooked by existing financial institutions. They proactively create unique personal relationships with their customers and promote inclusive and responsible lending. Since 2006 they have invested over €270 million into Romania and now have 4000 employees in over 80 cities across the country.

With over 125k visitors per month and over 65% coming from an organic search, they are becoming the leading online service for small loans.

CHALLENGE

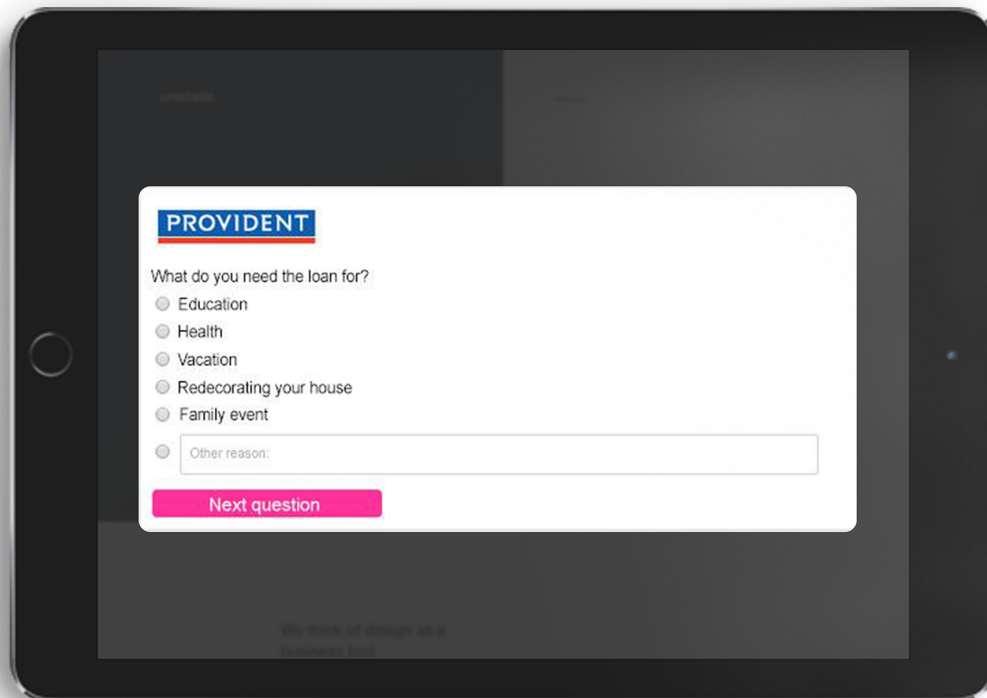
Google Analytics (and most analytic platforms) is able to reveal data which indicates where there is a visitor exit point. It is able to assess the quantitative data from your website. For more indepth and insightful views into visitor behaviour, surveys become a foundation to a series of successful and successive testing.

One of the aims and necessities of Provident is to generate more leads from their website. With this goal and focus in mind, Omniconvert reviewed the Google Analytics data to research visitor and customer behavior. The audit and analysis revealed that there was a high number of visitors that left the website without completing the contact lead form.

SOLUTION

With data from the audit and analysis, Omniconvert applied a survey treatment to gather more leads. This experiment was set to trigger when exit behavior was detected. A simple 3 step survey was created with multiple choice answers best suited to the data made available through our initial research.

The minimum requirement in the last step was for a name and contact number. This was vital for two main reasons. It validated a legitimate visitor with a genuine enquiry and also let the visitor know their inquiry was important and they would be called personally.



Sample image of the 1st question

The second question centered on the timeframe in which the loan would need to be delivered. It was set up simply as follows;

When would you like to receive the loan?

- Today or tomorrow
- In a week from now
- In a month's time

The final step was the email lead collector which asked for the visitor details;

Leave us your details and we will contact you regarding your loan:

- Name ***required**
- Email
- Contact number ***required**

RESULTS

The survey was active for over two weeks and was segmented to all traffic. The experiment was shown to all visitors that displayed an exit behaviour of either navigating to the URL address bar or towards the exit function found in the top right corner of a browser.

- A 25% increase in leads from all traffic
- Overall increase of 10% in response rates
- Successful validation of hypothesis

Every industry requires a slightly different approach to gather qualified leads. Yet, on site surveys represent an effective way to constantly keep in touch with your audience and have new leads for your business.

Consistently applying new surveys in different ways is a great way to keep your increasing your leads and visitors engaged on your website.

If you haven't used surveys yet, the Omniconvert platform can help you set up dynamic, real time and actionable surveys. You can also try additional features such as A/B testing, web personalizations and experience the most advanced segmentation engine in the industry.

Start INCREASING conversions and skyrocket your website performance today! www.omniconvert.com

