

Making corporate websites fun

Dial Direct Insurance has revamped its website with a focus on interactivity to facilitate a range of services from business, through online learning opportunities, to entertainment. These sites usually interact with the user through a text-based or a graphical user interface.

Fabian Angiers, General Manager of Dial Direct Insurance, says: "Interactive websites can be a very useful tool if they are set up correctly, to be fast-loading, with search engine optimisation and interesting, relevant content. Not only does a website need to be pleasing to the eye, easy to navigate and well-branded, it also has to hold the attention of the site user."

From a marketing perspective, an alluring, interactive website serves the purpose of building a client's affinity to a brand. Psychologically, if people don't like your brand, they will not buy your product, even if it is the best brand available.

A website that helps to build the brand's likeability and profile is therefore an excellent tool. It can also be of great use to consumers.

Angiers says Dial Direct's website enables clients to download the Dial Direct policy book, submit claims online and request e-quotes: "This means that information is available almost immediately, and at any time day or night. It is now also possible to retrieve a Dial Direct e-quote from the website.

"In July this year, Dial Direct included a driver's log book on the site, available for any visitor to the site to download. In the space of a week, there have already been more than 2 000 log book downloads, proving that consumers appreciate the added extras."

Traditionally 'corporate' websites are also beginning to include games, entertainment information and other non-business related information in their site content, in order to provide visitors to their site with a useful, 'one-stop-shop' web experience.

Angiers adds: "Dial Direct is one such corporate to have gone this route. Our revamped site not only has a new design, it also offers a host of services that enhance the experience of visitors to the site. We have included features such as traffic and weather reports and news, supplied by Media24 and updated daily.

"The great part about all of these new features is that our site now provides visitors with something to do that needn't take them off the site while they wait for an insurance quote or a call back - visitors to the Dial Direct site can send a message requesting that we contact them, or provide them with a quote, which will be done within 15 minutes.

"Because doing all of this electronically is a more cost-effective method than post or telephone, we are able to pass the

savings on to the customer and now offer an additional 5% discount for online quotes."

According to Angiers, the number of e-quote requests has increased significantly since Dial Direct announced the discount, and the numbers are increasing daily.

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