

42%

of customers who received the email and were called agreed to have an initial consultation.”

Mortgage Advice Bureau

Consumers estimate the cost of Life Insurance to be on average

394%

higher than the actual cost

1/5

of the UK population would not be financially secure if their household's main earner was unable to work



PREQUO® NURTURE

NURTURE YOUR CLIENTS WITH PERSONALISED PROTECTION INFORMATION

Target your client base with highly accurate personalised communications highlighting the risk of not being protected and what their premiums would be for Life Insurance, Critical Illness and Income Protection.

EASILY HIGHLIGHT YOUR CONSUMER'S NEED FOR PROTECTION

Marketing campaigns can have limited value and can often be treated as junk mail. PreQuo Nurture offers personalised risk and premium information that is relatable and relevant to your clients.

When a client is told premiums start at a certain value only to find this increases multiple times during a quote journey, this results in a negative customer experience and can quite often result in an application form not being completed.

Using our predictive and indicative quote data we can offer a highly accurate premium to ensure there are no nasty surprises for the client.

MAXIMISE YOUR BACK-BOOK OF DATA

Using data from millions of quotes, we predict the protection needs of your clients and provide accurate premiums to significantly improve your sales conversion rate.

PRODUCT CAPABILITIES AND BENEFITS

- Maximise the potential of your back-book data by targeting your existing under-served clients.
- Highly accurate personalised communications highlighting the risk to your clients of not being protected.
- Easily import data into a marketing solution
- Create a personalised quote and risk protection needs with an indicative cost of cover
- Gain access to personalised risks and accurate premiums quickly
- Generate more leads with personalised protection information
- GDPR compliant, we supply you with anonymised client information.