

“If a customer wants to shop online, the process is fast and easy using QuotePro.”

Bob Meagher, VP Sales, InsureOne



## InsureOne Sells More Online Policies with QuotePro Rater and QuotePro Websites

InsureOne Agency offers affordable auto, motorcycle, renters and homeowner insurance. InsureOne is a wholly owned subsidiary of Confie. Confie is a leading, national insurance distribution company primarily focused on personal lines and small commercial insurance. The InsureOne brand has 81 locations throughout Illinois and Indiana. For over 10 years, QuotePro has been helping them sell policies online.

# At a Glance

- InsureOne has 81 locations in Illinois and Indiana.
- InsureOne implemented QuotePro Rater and Website in 2008.
- Customers are able to both buy insurance online and make payments providing a seamless online solution.
- QuotePro Rater and Website allows a customer to buy insurance without going to a physical office.

## The Importance of Online Insurance

Back in 2008, InsureOne recognized the importance of growing their online business. Prior to working with QuotePro, the www.InsureOne.com website was informational only. According to Bob Meagher, VP Sales, InsureOne, "We had a 1-800 number and our store hours and locations. QuotePro provided an exciting new opportunity. Their Proprietary Bind Online Technology allowed our customers to shop and purchase a policy in under 2 minutes. On the very first day that QuotePro took over the website, we sold a couple of policies."

The insurance marketplace is highly competitive, and it is important for insurers to have retail storefronts and online services to accommodate the needs of all their customers. While in-person service is still the most popular, InsureOne.com sales continue to grow and have a positive impact on their overall customer satisfaction ratings.

## QuotePro Insurance Expertise

Bob explains the importance of choosing an experienced technology partner, "QuotePro has a deep understanding of the insurance business, particularly on the non-standard side. They are based in Chicago, know the Illinois market and were easy to work with right from the start. That was a key reason we chose them. We have been a QuotePro client for over 10 years now and the working relationship is great. The QuotePro team is nimble, quick to understand and ready to implement!"

## Online Insurance and the QuotePro Advantage

InsureOne has offices in many convenient locations but finds that some customers prefer to buy a policy through the website. "Any insurance company – large or small – who is not leveraging the web is missing the boat. QuotePro has unique technology that lets us access rates quickly and accurately from multiple carriers and sell 24/7/365. We also work with QuotePro to generate new business through car dealerships and other QuotePro client partners" says Bob.

## Looking to the Future

InsureOne is focused on leading the industry in a very competitive marketplace. "Attracting and retaining the best agents is a key focus for us. We provide our agents with exceptional training and opportunities such as providing quality leads that are generated from our website and other advertising channels. QuotePro technology connects our agents to leads in real-time which increases our close ratios and customer satisfaction. They also adapted the branding of our website to that of our storefronts allowing us to provide a unified brand message to our customers. QuotePro continues to pioneer new tools such as their kiosk and mobile app technologies that provide the ultimate in self-service. Their technology is forward thinking and they continuously strive to provide a positive user experience. If a customer wants to shop on-line, the process is fast and easy using QuotePro" says Bob.

## Solid Partnership

After a decade of working together, Bob appreciates the QuotePro team, "I couldn't ask for anything better in a partner. If they tell you they can do something, they will do it. There is only open and honest communication and the responsiveness is outstanding. I have an answer to any question within 24 hours, usually much sooner. If you want to maximize revenue and uncover new opportunities in your industry, you need to talk to QuotePro. From websites to kiosks to mobile apps, they have it covered."

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**Bob Meagher, InsureOne**

## Contact Us

For a demo, call 800-630-8045,  
email [sales@quotepro.com](mailto:sales@quotepro.com) or visit [quotepro.com](http://quotepro.com)