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How Convincely Helped RAC Achieve 372% Revenue Uplift in Just Three Months by Optimising Their Cover Selection Tool

CASE STUDY

282%
increase in traffic funnelling

35%
increase in conversions within 3 months

80%
return on investment

"I highly recommend Convincely. The results are the proof. Now, our members have a better website experience, which converts them at higher rates. With the Convincely tool, our online revenue has improved significantly compared to the old tool."

Emma Gray,
Marketing Coordinator, Roadside Assistance

The Royal Automobile Club of Western Australia (RAC WA) is a motoring club and mutual organisation, offering motoring services and advice, insurance, travel services, finance, driver training and exclusive benefits for their members.

Highlights

Challenges

- Improving a poorly designed roadside assistance cover selection tool
- Creating a better user journey for website visitors
- Getting a better ROI on their marketing spend
- Lacking resources from the IT and digital team

Solution

- Understanding the goals, objectives, and business of RAC
- Changing the location of the cover selector funnel to boost traffic
- Implementing a well-designed cover selector funnel
- Educating members on the best roadside assistance product
- Saving time with easy implementation without involving IT team

Results

- 282% increased traffic over three months
- 35% increase conversion, up from 18%
- 372% revenue uplift from higher conversion rates
- 80% return on investment

Challenges
A confusing user journey for customers

Emma Gray, the Marketing Coordinator of Roadside Assistance for RAC, a car insurance and roadside assistance company based in Western Australia, had a challenge.

Involved with website optimisation, Emma knew from user testing that the current roadside assistance cover selector online journey confused their website visitors, which led to low conversion rates and missed opportunities.

The questionnaire tool, which was designed to help website visitors compare roadside assistance cover options and make recommendations, was challenging to use and not user-friendly at all.

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> "Our visitors didn't understand the questions. They didn't understand the different levels of cover, or what was included in the different Roadside Assistance products. Instead of getting a single recommendation on the best roadside assistance cover plan to use, they got multiple recommendations", says Emma.

Emma heard about Convincely, a platform that optimised conversions through thoughtful user design journeys and data-driven personalisation, from a co-worker. The recommendation couldn't have come at a better time. RAC decided to reach out to Convincely to design a new cover selector to improve the user journey and boost conversion rates.

Convincely was invited to present a demo of what a new cover selector would look like. The company flew to Perth to present the optimisations and RAC stakeholders were impressed. Emma even thought Convincely's metrics sounded too good to be true: an average increase in conversion rates by 89%.

Although RAC has an IT and security team, as well as a digital team that works on website optimisations, the in-house digital team did not have the capacity to take on the project to rebuild the tool. Plus, Convincely offered features like a reporting dashboard and regular optimisations at no extra charge.

Bringing Convincely on board required an approval process from various stakeholders. Emma eventually got over the line to convince the executive team that it was worth the risk by pointing out that the current setup was not producing results, even though users preferred the online experience.

> "Since then, we have seen nothing but great results and a positive return on investment, which has been really valuable", says Emma.

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Solution
A well-designed UX journey that educates and converts

Emma is surprised at how proactive Convincely is at bringing ideas on optimisations to RAC and in making reports better. Convincely is attentive in understanding RAC's business, their goals and their different products, which Emma describes as "refreshing".

Convincely began with the first round of optimisations. Improving the cover selector on RAC's website proved to be an easy implementation:

> "Convincely built it for us, and put the link on our website. It was quick and easy. They provided us with a dashboard where we can go in anytime to filter results for traffic and conversions, with continual opimisations", says Emma

Immediately, Emma saw improvements: previously, only a thousand people went through the cover selector funnel over a one month period. Just by changing the location of the cover selector on the website, 4,000 people went through the funnel.

> "The results speak for themselves. Before, users didn't understand the different levels of cover, or what was included in the levels of cover. They didn't have a lot of education around the different roadside assistance products. But Convincely fixed that and educated users so they know what they are buying", says Emma.

Although the higher conversion rates and a stronger ROI are exciting, RAC's overall goal is to make sure members get the right cover. Now, members are not only having a better experience on the website, but also choosing the right cover for them that is more affordable in the long-term. Emma hopes that this means better retention rates for RAC.

RAC is so impressed with the results and the positive returns that the internal team have started to implement components of Convincely's user journey and design principles across the rest of the RAC website.

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Results

372% uplift in revenues from a 35% conversion boost

Emma is thrilled to see that Convincely's average conversion rate is not an exaggeration: the platform really performed and delivered an **incredible ROI of about 80% within three months.**

Over a three-month period, traffic into the new cover selector funnel also **increased by an astounding 282%** compared with the old selector tool, bringing in about four times more traffic than in 2020.

"Our old selector tool was converting an average of 18.16%. Over our three month trial with Convincely, our conversion rates jumped from 18% to 28% to 35%", says Emma.

More people into the funnel and higher conversion rates means higher revenues: Convincely's optimisations converted 1,172 members in just RAC's first three-month engagement with Convincely, **resulting in 372% uplift in revenues.**

"I highly recommend Convincely. The results are the proof. Now, our members have a better website experience, which helps to convert them at a higher rate and select a correct level of cover that's right for them. We've improved our revenues so significantly compared to the old tool", concludes Emma.

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Get big results without spending more.

Convincely provides all-in-one data-driven personalisation and UX journeys to optimise conversion rates.

Book a demo