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Homeowners prefer shopping online for insurance

by Richard Kilner



Story link: [Homeowners prefer shopping online for insurance](#)

Research conducted by Global Reviews has found that browsing and purchasing home insurance online is preferred by homeowners.

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The survey involved a thousand respondents.

However, the customer experience benchmarking firm also discovered that a large number of online home insurer websites did not offer the service that was being sought, and that as a result, the industry got an average score of just 47%.

A range of browsing behaviours were revealed by the survey, with a little over half (53%) searching individual websites, 41% using search engines to find the optimum provider, and 29% utilising a price comparison website.

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The telephone is also used by consumers searching for the best deal, but lags behind even the least common method of online perusal, with just 22% of consumers using it.

The website with the highest rating of 52% belonged to Lloyds TSB, closely followed on 50% by Churchill, Norwich Union and More than.

Those surveyed were also questioned about what researching methods they found most useful, with a fifth choosing price comparison sites, 19% opting for looking at individual websites and only 7% saying the telephone was best.

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Interestingly, the research found that many of the websites linked to by price comparison firms received quite low scores.

Employment News

 A small photograph of a woman in a dark blazer sitting at a desk and working on a laptop.

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Car Insurance News

 A small photograph of a silver car with significant damage to the front end, including a crumpled hood and bent metal.

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 A small photograph of a wooden gavel resting on a stack of papers.

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- [IAIS](#) The best customer support was provided by the AA, with 42%.

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Norwich Union and Kwik Fit tied for best site utility (searching facilities and ease of navigation) on 77%.

Best sales support was provided by More than with 65%.

Lloyds TSB had the foremost quotes and application service, on 59%.

Global Reviews found that 31% of consumers had purchased their last home insurance via the internet with just 13% buying it through a branch.

Just over half of respondents indicated they were very likely to search online for home insurance in the future, with just under half saying they were very likely to buy it online.

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