



Mobile solutions for mobile customers

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According to a Nielsen study, 40% of customers research insurance on mobile devices, and 25% do so exclusively. Furthermore, international corporate communications firm Investis shows that 20% of all visits to corporate websites now come from mobile devices, and Google indicates that 61% of mobile users will abandon a website immediately if it is not mobile-friendly.

With a mobile website, brokers can make insurance information easy to access and read, improving brand visibility and increasing the likelihood of potential customers reaching out for a quote.

Why invest in mobile?

IBAS launched its mobile site in September. “We researched and tracked data all the way back to 2011, looking at not only mobile traffic but also how the website was being used,” says **Brad Fraser**, owner of Fusion Online Business Solutions and developer of the IBAS website. “We needed to invest not only in how we accommodate mobile users, but also just consumers in general.”

Google Analytics is a popular, free service to collect such data. “For brokers, it’s huge to be able to say ‘this is where your traffic is coming from, this is the device most visitors are using, and this is the net benefit to you because these are the visitors who clicked on your quote button,’” adds Fraser.

“Because we’ve taken the time and due diligence on Analytics, we had a firm understanding of how visitors use our website,” says Fraser. “It really eased a lot of the transition. We knew that mobile-only traffic overall was up in 2014 – it’s now 30% of all traffic, and continues to increase.”

In addition, mobile websites play a role in attracting visitors through search engine optimization (SEO), the process of ensuring a website is visible, prominent and near the top of search results.

High placement leads to increased traffic, and mobile-friendliness is one factor currently prioritized by search engines such as Google.

Anticipating broker needs

IBAS’ upgrade included its Broker Website Program, which offers an inexpensive means for brokers to develop a website using the IBAS platform. Over 100 IBAS members currently participate. “The platform is easy to customize and includes integrated SGI quoting, local mapping and weather reporting functionality,” adds Fraser. “The content management system is also mobile-friendly, so brokers can update their site from any device.” Brokers can also access analytics data to refine their website over time.

The new platform uses a responsive design, meaning that brokers develop a single website that automatically re-sizes and adjusts its content to fit the screen on which it displays. The alternative,

a separate mobile site in addition to the main site, requires more effort to maintain and update and is less favoured by current Google search algorithms.

“We’re very pleased to offer this technology to our members,” says **Ernie Gaschler**, Executive Director of IBAS. “Mobile websites present the kind of modern, forward-thinking image customers expect. Many IBAS members have already taken this step, and I look forward to seeing even more do the same.”

Visit CSIO.com to access an educational white paper providing brokers with guidance and information on mobile website design, as well as other informative resources. Already have a mobile website? Email communications@csio.com for a chance to be featured on the CSIO website.

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