



Improve Conversions using Call Intelligence: A Boon for Modern Marketers

Case Study : Coverfox

The Pain of Missing Out on Phone Conversions

The fastest growing Indian company, Coverfox, is on a mission to change how young Indians buy insurance. They make it possible by curbing all difficulties in insurance purchase. Saying adieu to middle agents and making insurance comparison easy, Coverfox is a top online insurance provider. Online buyers are keen to take up consultation with the Coverfox team as they gain enough information on buying. Coverfox has a strong customer support team as well, which works to solve online customer enquiries.

Coverfox's marketing goal was to develop a fast transactional model that would accelerate company sales. Hence each buyer's action was monitored in term of sales. Later, they discovered several road blocks to those growth aspirations. They realized that they were missing a big piece of conversions – the ones that were happening over phone (offline conversions).

"We felt like we were missing data that really mattered. Once Waybeo approached us, we saw an opportunity to fix our problem. We couldn't afford to ignore phone conversions anymore, as our mobile traffic contributes over 30%."

**Siddesh Kerkar, Head of Online Marketing
Coverfox**

Now coverfox is tracking offline conversions like online conversions. To Siddesh Kerkar, it became clear that they really needed to know what exactly was driving those valuable calls.



Coverfox is an online insurance provider based out of Mumbai, India. Coverfox has sold out more than 1 lakh policies in 2015. Coverfox brings a refreshing customer-centric focus and technology lead innovation approach in transforming the insurance industry.

Importance of Phone call tracking

As soon as Siddesh Kerkar made the decision to try out Waybeo Call tracking, it was very easy for his team to implement it across marketing campaigns. Waybeo Call Intelligence is designed to get marketing teams, like Coverfox's, to start quickly and focus on campaigns that drive phone calls. Another important feature was Dynamic Number Insertion – the technology that displays a number that's unique to the specific keyword, source and web page. It became possible for their team to know which all keywords and sources increases phone conversion.

With Waybeo's few lines of code, Coverfox is able to configure tracking across website with no hassles.

Call Intelligence That Improves Marketing

Waybeo is built to measure the efficiency of marketing campaigns by tracking phone call conversions. Mobile search is increasing steadily – this naturally increases the number of phone calls made to businesses.

Today, the sales process happens across dozens of channels and hundreds of touch points - be it from website social posts, a newspaper ad, or through word of mouth. Waybeo tracks all phone conversion happening across all channels. With Waybeo, Coverfox is now able to review their marketing funnel with call metrics such as call duration, period of call and location of caller. Marketers like Siddesh Kerkar now have conversion insights that include both online and offline conversions.

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