

NEWS RELEASE

For immediate use

Computer Quote Builds on Internet Success

computerquoteinsurance.com



[Computer Quote Insurance](http://ComputerQuoteInsurance.com), one of the UK's leading insurance brokers, has reported huge success from its new website - so much so that it is recruiting to take on new staff as its Internet Team expands.

Computerquoteinsurance.com officially launched at the end of March, with a party at Portsmouth's Spinnaker Tower. Since then, Computer Quote has seen such an increase in quotes and sales that the company are now revising their profit forecasts upwards.

"Our customers have been telling us how much they like the new site, which allows them to access competitively priced [insurance quotes online](#)," commented company founder, Mel Stride. "They say the site is easy to use and offers impressive savings thanks to the Internet discount of 15% offered online.

"We're now about to begin recruiting for members of our Internet sales team, to help us cope with the expansion which our marketing efforts have made possible."

In addition to the online offerings available through the [website](#), Computer Quote clients can also contact the team by phone or through the network of branches located throughout the South East of England.

"Our slogan is 'by branch, by phone or buy online,' and we are amongst a very few insurance providers who can give the customer the choice of each of these sales channels," added Mr. Stride.

"Although customer feedback indicates that the website is extremely easy to use, our staff will also contact anyone who has not completed the quote process in order to guide them through it. This has been very well received, and is testament to the customer-focused environment in which Computer Quote staff operate."

It's that customer focus which has led the company to base its entire sales force in England, empowering each member of staff to deal with the customer's query from start to finish, so there's none of the long waits or other frustrations which have come to be associated with the foreign call centres typically used by larger companies.

The new website is the next step towards making the customer's experience quicker, easier, and, of course, less expensive. Luckily, Computer Quote are experts in the use of customer-facing technology, having been the first insurance broker in England to adopt the computerized quote system, Quotel, in the early 70s.

"I am as excited about the internet as a sales channel as I was when we installed Quotel," commented Mel Stride. "Once again we are offering the customer an opportunity to benefit from lower premiums driven by improvements in technology. The Computer Quote team has worked hard to make a good start online and we will make further investments for growth in this area."

Marketing Manager Jonathan Walker added: "We are delighted at how quickly the Internet channel has taken off and I guarantee that we will be building on this early success. We are planning a big increase in online marketing activity in the late summer and autumn and will be recruiting to deal with the anticipated surge in quotes and sales."

Visit the Computer Quote website at www.computerquoteinsurance.com

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Notes to Editors:

1. Stride Limited insurance brokers (www.stride.co.uk) trade as Computer Quote Insurance, selling motor, home, life & travel insurance through a network of 8 branches, by phone and online via www.computerquoteinsurance.com
2. Computer Quote Insurance has been established on the South Coast since 1973.
3. The company was the first broker in England to use a computerised quotation system. Quotel launched in the early 70s, making Computer Quote one of the early pioneers of customer-facing technology in the insurance industry.
4. Optional extras such as Breakdown Cover and Motorists Legal Protection are discounted at www.computerquoteinsurance.com, creating great value for the customer.