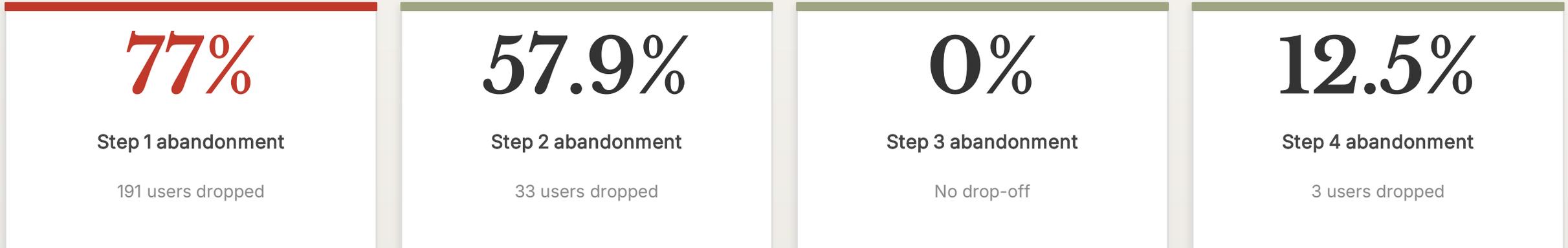**Led end to UX Strategy**, A/B Test Plan to Optimize the Commercial Insurance Calculator, by reducing the ~77% drop off after the First Screen.

UI/UX, Product Strategy, AB Testing, Data Driven Design

Ramona
Dsouza RD

Observe the ~77% abandonment rate after the first step.

77%
Step 1 abandonment

191 users dropped

57.9%
Step 2 abandonment

33 users dropped

0%
Step 3 abandonment

No drop-off

12.5%
Step 4 abandonment

3 users dropped

Step	Users (% of Step 1)	Completion Rate	Abandonments	Abandonment Rate
1. Step 1 – Personal	248 (100%)	23.0%	191	77.0%
2. Step 2 – Vehicles	57 (23.0%)	42.1%	33	57.9%
3. Step 3 – Drivers	24 (9.7%)	100.0%	0	0.0%
4. Step 4 – Coverage	24 (9.7%)	87.5%	3	12.5%
5. Step 5 – Results	21 (8.5%)	—	—	—

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Objective & Key Metrics (KPIs)
To improve the user experience of the Commercial Insurance Calculator by reducing the ~77% drop-off rate after step 1.

Testing a streamlined process that reduces friction, enhances user flow, and positions us to capture more qualified leads while boosting our SEO rankings for long-term growth and potentially **increased quote completion rates.**

PRIMARY KPI

Drop-off rate after step 1 — addressing the current 77% drop-off.

SECONDARY KPIs

Completion rate across all steps (users reach final quote screen)

Time to complete step 1 (ease of use without PII and fewer steps)

Engagement metrics — interaction rates for each screen

Number of calls initiated after completing the calculator

SEO performance — recommendation for organic traffic and keyword rankings for "Commercial Auto Insurance"

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Change 1

Reducing <u>Steps</u> from 5 to 4: We've cut down the number of steps to make the process easier to complete and less overwhelming for users.

Business Impact: With fewer steps, users are more likely to complete the process, resulting in more leads that our sales team can convert into new business.

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Change 2

Revised Headline tag for SEO: We've updated the headline to say "Commercial Auto Insurance" to improve clarity and support our SEO strategy.

Business Impact: Business Impact: This small adjustment helps us rank better for key terms, potentially bringing in more organic traffic, reducing reliance on paid channels, potentially reducing CAC.

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Change 3

Removal of the PII that included the Zip Code information, in Step 1: The first step, which previously required personal information including zip code, has been removed. Since we capture the zip code on page of origination, for example, the Home Page, we can avoid to avoid repetitive input.

Business Impact: This makes the process smoother and removes an early barrier that was likely contributing to drop-offs. More users completing this stage means more sales opportunities.

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Change 4

Removal of Qualification Checkboxes: We've temporarily removed the qualification checkboxes to test the impact of reducing friction at this stage.

Business Impact: We anticipate this will increase the overall volume of users completing the calculator, which will help us capture more data and, ultimately, generate more qualified leads for sales.

Change 5

Refining the Final Screen's Fine Print for SEO: Recommendation to add the term "Commercial Auto Insurance" to the final screen's fine print to improve keyword relevance.

Business Impact: This contributes to our long-term SEO goals, helping us rank higher for competitive search terms, and driving more cost-effective, organic traffic over time, ensuring we're capturing organic high-intent traffic

**Actual rate may vary depending upon specific risk characteristics. Call today to get your free personalized commercial auto insurance quote.

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Design Solution

Key UX-Driven Changes, based on differing views, consolidated into a single UX-driven solution balancing conversion, data capture, and usability.

Old Version

New Version. Xd

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Why This Test Matters

The Bigger Picture. The user experience of the Commercial Insurance Calculator is more than just a tool—it's a key component in our ability to acquire new customers and grow revenue. Reducing drop-offs increases completed quotes, directly impacting revenue pipeline.

- **Revenue Growth:** By reducing drop-offs and increasing completed quotes, we are generating more sales opportunities. A 10% increase in quote completions alone could mean a significant boost in revenue.

- **Cost Efficiency:** Streamlining the process reduces the need for expensive paid marketing by improving organic search traffic and lowering Customer Acquisition Costs.

- **Scalability:** These UX improvements create a scalable model that can be applied to other products and touchpoints as a strategic driver of business success.

- **This UX-Led A/B test is not just about testing variations —** it's about aligning user needs with business goals and presenting a data-driven approach that proves the impact of design decisions on revenue and company success.

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Audience and Test Setup.

- **A/B Testing Tool being used to Evaluate:** A/B Testing Platform.

- **Audience Split:** Randomly assign 50% of users to see the Current Version and 50% to see the New Version.

- **Sample Size:** Enough traffic to ensure statistical significance.

- **Test Duration:** The test should run until we have sufficient data. Typically, this could take a few weeks, depending on traffic levels.

Test Execution and Analysis... over Time.

- **Data Collection:** Use analytics tools to track the drop-off rate, completion rate, time per step, and other user behavior metrics across both the Current and New Versions.

- **Statistical Significance:** Once enough data is collected, use a significance test, to compare drop-off rates and other KPIs between the two versions. A significance test is a way to check if the difference between two things (like the results of two versions of a website) is real or if it just happened by luck.

- **SEO Impact:** Monitor changes in organic traffic and keyword rankings over a longer period, as SEO changes typically take time to manifest in search results.

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Experiment Results and Impact.

A/B Test conducted over multi-week period. Supporting data and original artifacts available upon request

14x
More completions
146 vs 10 in previous version

$341K
Estimated value
vs $27,150 previously

77%→8.3%
Step 1 abandonment
Version 2 vs Original

FUNNEL COMPARISON — VERSION 2 vs ORIGINAL

Step	Version 2 Users	V2 Completion	V2 Abandon Rate	Original Abandon Rate
1 – Get an Estimate	96 (100%)	91.7%	8.3%	14.7%
2 – Personal/Vehicles	97 (101%)	59.8%	40.2%	74.7%
3 – Drivers	—	—	3.4%	13.6%
4 – Coverage	—	—	7.1%	0%

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