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Home insurance websites are the best in the industry says survey

New research has found that the majority of consumers go online to research and buy financial services products.

Global Reviews, the customer experience benchmarking company, asked thousands of consumers what they are looking for online from credit card, home insurance, savings and personal loan providers.

The survey found that 53% of consumers say that they research their home insurance online, with 47% stating that they are extremely likely to purchase through the internet in the future.

Global Reviews then looked at the leading websites across the industry to create a benchmark of best practice against which the leading industry websites were assessed. The benchmark included hundreds of different categories including the ease of use, information available to prospective customers, customer support, application process, overall content and the quality of the online tools.

The benchmark found also found that savings and home insurance customers get the best service online – these websites both received the highest average score (49%), closely followed by credit card websites (48%).

Lloyds TSB came top of the 'credit card' (60%), 'home insurance' (57%) and 'savings' (62%) website league tables. One of the key criteria against which the websites were assessed, was the quality of their application process online. This is something that was found to be important to customers especially the ability to save application forms part way through the process.

Meanwhile, the study results also showed that home insurance customers have access to the best online applications – home insurance websites received the highest average score for its online applications (56%).

Saga received the highest application score across the personal finance industry with a score of 65% for its home insurance online quote and application process.

Global Reviews director, Adam Goodvach said: "Customers are increasingly going online to research and buy financial products. However our research found that the customer experience on many websites could be significantly improved. In this online world, where competitors are only a click away, customers that do not find what they are looking for will vote with their feet."

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