

## **PRESS RELEASE**

### **Call Connection joins forces with Motorcycle News (MCN) to launch motorbike insurance comparison service**

**14th October 2008**

Call Connection, the specialist call-transfer business to the insurance industry, and Motorcycle News (MCN), the world's leading motorcycling media brand, have launched an motorcycle insurance cost-comparison service especially for motorcycle owners.

The service, for users of [www.motorcyclenews.com](http://www.motorcyclenews.com), offers customers a fast and simple way to compare bike insurance prices and purchase insurance either online using the bespoke service or over the telephone, through Call Connection's call centre. Motorcycle News is the definitive online destination for bikers, with almost half a million unique users.\*

The cost comparison site partners with insurers who specialise in motorbike insurance, so users can be assured of a great quote.

The MCN insurance bespoke price-comparison site uses Call Connection's advanced technology, *Inphosys*. The system, unequalled in the marketplace, was developed in-house by Call Connection. Features include a short and simple web form for customers using the unique "easyfill" service. If customers are looking to purchase a bike, they can compare and contrast motorcycle insurance quotes for selected models, simultaneously, on screen.

Ralph Percival, Digital Director of Bauer Media's specialist brands commented:-

"We chose to work with Call Connection as they combine highly advanced technology with a strong focus on delivering excellent customer service. Getting the

right insurance for the right price is a big issue for our huge community of bikers, so offering a bespoke insurance product is a natural progression for MCN.”

Graeme Kalbraier, Managing Director of Call Connection added:-

“We are delighted to partner with MCN. The service that we can provide to their readers will be second to none. All MCN customers will have the opportunity to shop for their insurance both online and over the telephone, giving them complete choice”

Call Connection employs 350 staff at its bespoke call centre in Ipswich, and handles 3 million inbound calls per year, dealing predominantly in car insurance. Calls are put through to Call Connection from its partners. Call Connection inputs data from the customer into its *Inphosys* technology, which matches the risk with a suitable insurer from its panel, and then transfers the call.

**Ends**

Ref: CC/015



The image shows a screenshot of a web browser displaying the MCN COMPARE motorcycle insurance quote form. The page has a red header with the MCN COMPARE logo and the phone number 0800 479 7650. Below the header, there is a 'Log in' button and a progress indicator showing '0%'. The main form area contains various input fields for personal and vehicle information, including: Title (dropdown), First Name / Last Name, Email Address, Postcode, Address, Town/City, Date Of Birth (Month and Year dropdowns), Marital Status, Employment Status, Primary Occupation, Business Type, Mobile No., Alternative No., No Claims discount (dropdown), Motorcycle Licence type (dropdown), Motorcycle Registration (checkbox), Estimated motorcycle value, Annual private mileage, and Date you would like motor cycle insurance to start (Month and Year dropdowns). A 'Next >>' button is at the bottom of the form. On the right side of the form, there is a 'easysfill' advertisement with the text 'Do you hate forms? Try this instead!' and a list of roles: Mr, Mrs, Miss, Ms, Doctor Male, and Doctor Female. The browser's address bar shows the URL 'https://www.motorcyclecompare.com/motorbikequote/yourDetails.aspx'.

**For further information please contact:**

Penny Arbutnot or Helen Sharkey, Project PR

Telephone: 01473 326401 (07885 238374) or 01473 326405

## **Notes to Editors**

### **About Call Connection**

Call Connection is an UK based call-handling centre that uses the latest technology to answer, screen, filter and route telephone calls. Working predominantly within the insurance market, Call Connection now operates with major UK insurers to provide them with profitable call handling solutions.

All calls are answered by a live agent, who will ask a few key questions and then transfer the caller straight through to the most suitable provider, as well as providing priority phone numbers of other suitable companies interested in quoting for the business.

Based in Ipswich, Suffolk, Call Connection has grown from strength to strength, and is one of the fastest growing companies in the insurance sector, expanding to a 230 seat call centre. Handling in excess of 55,000 calls per week, Call Connection prides itself on the exceptional service provided to its business partners and to customers through the Call Connection experience. A *Sunday Times Top 100 Best Companies to Work for*, it employs staff at its state of the art offices. For further information please see: [www.callconnection.com](http://www.callconnection.com)

Motorcyclenews.com is the online arm of the weekly publication Motor Cycle News, which is the world's number one motorcycle publication. Established over 50 years ago, the magazine boasts 1.5 billion readers, with nearly half a billion magazines sold.

MCN is owned and published by Bauer Consumer Media Ltd, part of the Bauer Publishing Group. The Bauer Publishing Group, is a brand-led, multi-platform media organisation, with interests spanning magazines, TV, mobile and internet.

\* 487,260 – source – Webtrends August 08

For further information please see [www.motorcyclenews.com](http://www.motorcyclenews.com)