esure

Test Plan – ES Home Q&B, All Devices Auto-Renewal Combined Wins

Author: Matt Maidment
30/05/2022

Name	Version	Changes
Matt Maidment	1	Document created

Background

Evidence

Previous experiments within the home Q&B journey promoting auto-renewal have resulted in a significant uplift in opt-in rate across a variety of strategies including a prompt on opt-out and styling changes to the auto-renewal section itself. There is now an opportunity to combine some of the biggest individual test wins to create a new baseline experience for the final check step.

Hypothesis

By combing winning test variations from previous experiments on the home Q&B journey, we expect to see an uplift in opt-in rate aligned to the performance of previous winning tests.

Test Goal

Auto-renewal opt in rate %

Targeting

Name	Description	Example URLs
Final Check – ES Home Q&B	The final check step within the Esure Home Q&B journey	https://www.esure.com/qbhome/review

Audiences

Devices

Desktop, Tablet, Mobile

Other

Exclude internal Ips

Out of Global Holdback

Optimizely project number/name

ES - QnB - Home

Scenarios & Considerations

Scenarios

- **Control, V1 and V2** should have a red prompt added (shown right) upon click of "No thanks, cancel at renewal" tick box within the auto-renewal section. This message should then be removed if user re-ticks the "Stay covered.." tick box.

REO

Variations

Control

To also receive these and any future documents by post (please think of the environment), click here. This can take up to 5 days.

Auto-renewal

To make sure you have insurance in place that provides continuous cover, this policy automatically renews.

Read more

It goes without saying, you can decide if you want to auto-renew or not.

Would you like this policy to auto renew? You can also stop your policy automatically renewing at any time in your online account or by phone.

☑ Stay covered with auto-renewal

☐ No thanks, cancel at renewal

Please read the declarations below and tick the box to confirm the statements are true

Variation 1

take up to 5 days.

Auto-renewal

To make sure you have insurance in place that provides continuous cover, this policy automatically renews.

By keeping auto-renewal, your cover will continue uninterrupted and we'll take payments as agreed. This gives you peace of mind knowing you'll never miss your renewal date (e.g. if you're unwell, on holiday or life just gets in the way).

When you get your renewal quote (we'll send it 3 to 4 weeks before your renewal date), check you're happy with the quote, that the policy cover still meets your needs, and all your details are correct.

If everything's OK, you can relax knowing your policy will automatically renew for another year (you have 14 days from the renewal date to change your mind about renewing).

If you decide to stop your policy from renewing automatically with us, your policy will end on the renewal date and your cover will stop. If you miss your renewal date e.g. if you're unwell, you could be left without insurance.

When it's time to renew you can either pay online in **My Account** or call **0800 032 4754**. The important thing is to have insurance in place so you're covered.

Show less

It goes without saying, you can decide if you want to auto-renew or not.

Would you like this policy to auto renew? You can also stop your policy automatically renewing at any time in your online account or by phone.

☑ Stay covered with auto-renewal

☐ No thanks, cancel at renewal

Please read the declarations below and

REO

Variation 2

To also receive these and any future documents by post (please think of the environment), click here. This can take up to 5 days.

Auto-renewal

To make sure you have insurance in place that provides continuous cover, this policy automatically renews.

If auto renewing your policy, some benefits to consider are:

- ✅ We won't change a higher premium to a renewing customer than we would for a brand new customer with the same details and level of cover.

- ✅ Peace of mind that your home will always be covered and you will not be left without your most valuable possessions being insured.

- ✅ You will be made aware when your policy is due to automatically renew, 3 to 4 weeks before renewal, so if you don't want to renew you can do this quickly and easily.

Read more

It goes without saying, you can decide if you want to auto-renew or not.

Would you like this policy to auto renew? You can also stop your policy automatically renewing at any time in your online account or by phone.

- ☑ Stay covered with auto-renewal
- ☐ No thanks, cancel at renewal

Please read the declarations below and tick the box to confirm the

REO

Design changes

Control

- Red prompt is added upon auto-renewal opt-out as shown above in the scenarios section.

V1

- As above, red prompt is added upon auto-renewal opt-out
- "Read more" section is active by default on page load and cannot be collapsed, meaning all information within this accordion is visible to all visitors.

V2

- As above, red prompt is added upon auto-renewal opt-out
- 3 bullet points and supporting text are added above the "Read more" section.
- Read more section remains as per control, collapsed by default.

Link to Designs

https://www.figma.com/file/lFClkudKQaA7E6ukNE6VRu/000791-ESU%3A-ES-Home-AutoRenewal-Combined-Wins?node-id=0%3A1

Metrics

Name	Description
Sales:	Existing metric
Visit Page: Page: Confirmation	Existing metric
Visit page: Payment page	Existing metric
Clicks on "Back" button of Final Check page	Existing metric
Sales: Home Opted In Auto Renewal	Duplicate Motor version of this metric from OT-316 and amend for Home journey
Sales: Home Opted Out Auto Renewal	Duplicate Motor version of this metric from OT-316 and amend for Home journey

Segments

Name	Values description
Aggregator	"agg" or "not_agg" depending on whether or not the user comes via an aggregator
Time of day	"morning", "evening" or "afternoon" depending on what time of day the user comes to the funnel

Integrations

Name	Values description
Adobe Analytics	eVar TBC

QA Tier completed by esure

QA Tier 1 to be carried out by esure (see tier overview below)
What Devices / Browsers have passed QA?
e.g: Safari desktop

QA Tier to be carried out by REO

Tier Number 1
(Only QA additional devices / browsers not covered in esure QA)
Please note specific devices/browsers in QA tier to be validated in QA:
e.g iphone 5

QA Tiers for reference

QA time variables	Tier 1	Tier 2	Tier 3
Numer of browsers	up to 5	up to 8	8+
Number of pages (for PDP/PLP/Sitewide)	less than 2	less than 5	more than 5
Number of devices	3	5	8+
QA Videos for number of devices/browser	up to 5	up to 8	8+
Coverage	Desktop: Chrome Macbook: Safari iPad: Safari iPhone: Safari (1 device) Android Phone: Chrome	Desktop: Chrome, Firefox Macbook: Safari iPad: Safari Android Tablet: Chrome iPhone: Safari (3 devices) Android Phone: Chrome, Samsung browser	Desktop: Chrome, Firefox, Edge Macbook: Safari, Crhome iPad: Safari, Chrome Android Tablet: Chrome iPhone: Safari (3 devices) Android Phone: Chrome, Samsung browser

REO