

Plan Insurance Brokers launch new website and refreshed brand identity

Redhill, 24 April 2019 - Plan Insurance Brokers have launched a new website and refreshed brand identity to enhance the customer experience and position the company as a market leader.

Plan. Always Ahead.

Plan's new tagline is in line with the company's vision. Having grown tremendously since launching almost 30 years ago, Plan strive to deliver excellent customer service and offer products tailored to the exact needs of our commercial customers. As a forward thinking company, we always aim to develop and improve, in order to pre-empt our customers' needs and to stay ahead of the competition.

A completely new website for an enhanced online journey

We consider a smooth digital experience to be an essential part of our customers' relationship with us. This is why we have created a brand new platform, fully optimised for mobile devices and tablets, with a greater use of colours to aid navigation. Together with a new "Existing Customers" area (soon to become a dedicated self-service portal) and new, easier-to-use quote forms, the new website boasts streamlined and enhanced content which we believe is going to help our customers in gaining a better understanding of their insurance needs.

Refreshed communications and marketing materials

New adverts (both for traditional channels and digital media) and new merchandising are being rolled out to ensure consistency across the all channels.

Plan partnered with Winwood Haines, who came up with the concept and created the new designs, as well as agency Conductor for the positioning and tagline.

Please visit www.planinsurance.co.uk to discover our new platform.