

# esure Case Study



“Glasgow has an exceptional skill set. There are huge staff resources for all levels of the business. esure finds it easy to grow customer service skills on such fertile soil.”

Lorraine Morrow, Regional Manager, esure



# The right mix is no accident

## The business case

esure is a joint venture between HBOS and Peter Wood, its founder and Chairman. The company was launched in 2000 with a ground-breaking policy of only insuring drivers with at least four years' no claim discount.

With headquarters in Reigate and an office in Manchester, esure needed a new operational site to support the growth of the business in 2001.

This site would need to be purpose built – to house a state-of-the-art contact centre ready for rapid growth.

## The right location

### People

When deciding upon a location, one of esure's main concerns was the availability and quality of staff.

Glasgow was already well known to Peter Wood through his experience of establishing Direct Line's major presence in the city. The positive staff attitude and work ethic were major factors, combined with Glasgow's pool of 1.4m staff in a 45 minute travel to work area.

Glasgow's friendly approach fits in well with esure's policy of "no hard sell" – and esure has experienced very low levels of absenteeism.

### The city

esure fast-tracked its start-up process by initially moving into 'Callpoint Europe', Scotland's only city centre call centre hotel, while their site was being completed.

Adrian Webb, Head of External Communications said, "esure chose Glasgow as its main operational centre in 2001 for three simple reasons.

"Firstly, the city has a large pool of skilled motivated staff, with an increasing number who have financial services or call centre experience.



"Secondly, Glasgow has excellent transport links and the financial area in particular is ideally located for commuting staff. Finally, the assistance for investment in Glasgow has always been excellent, focusing on the creation of long term jobs for the City".

### The results

esure aims to be a top 5 car insurer in the UK also offering

excellent home and travel insurance particularly through the online market.

The company now has over 600,000 customers, and is on course to have created 900 jobs in Glasgow by the end of 2003 – more than double their initial target of 400.

Scottish Enterprise Glasgow worked with esure from the very early stages of the project. Its Business Location Service was able to provide assistance and advice on many aspect of the relocation.

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