

Client /
esure

Annual Volumes /
900,000 calls
17,500 new policies sold

Services Include /
Inbound calls: customer service, renewals,
new business sales, queries
Outbound up-sell and cross-sell

Term / Start /
Rolling contract
October 2006

CASE STUDY /

esure and Vertex



“Vertex’s performance has seen improvements over the past few months in agent utilisation, sales and call quality scores and the relationship at all levels is healthy, with open and honest interaction and a high level of trust.”

Eddie McDonald
Head of Planning, esure

Client

esure was founded in 2000 by Chairman, Peter Wood, to offer competitive insurance cover by using the Internet as a primary sales channel. Their aim was to harness the efficiency of the internet to give a better deal to responsible drivers and careful homeowners.

From the outset, the esure goal was to offer superior service - both the internet and phone - while using technologically advanced systems and underwriting to keep premiums low. In just a few years, esure became one of the fastest growing insurers, with over one million customers joining them by their 5th birthday.

The company took another major step forward with the launch of the Sheilas’ Wheels brand in 2005, initially offering just car insurance, Sheilas’ Wheels has gone on to be one of the most recognised female insurance brands in the UK and 2008 saw the launch of Sheilas’ Wheels home insurance.

In 2006, esure recognised that their growth strategy required additional capacity to their in-house contact centres. They chose Vertex as their outsource partner with two key requirements in mind - high quality sales staff with customer service experience and the ability to flex the number of staff to reflect their seasonal demand from customers.

Solution

Esure had existing large contact centres in Glasgow and Manchester, covering sales, customer support and claims. Our solution means we work as a flexible extension of their team. One of the key client requirements was system and data security. To facilitate this, we built a secure systems and data environment to host the client.

We handle different call types to over four of the five esure motor insurance brands:

- Inbound Customer Service (new car, add/remove driver, changed address)
- Inbound Renewals (conversion of customers who have received a renewal notice)
- Internet Queries
- Inbound sales calls (quotations for customers who call from marketing activity)

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CHARGED
VERTE+

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Innovation and Results

- We recruited and trained 75 staff within 3 months to meet esure's urgent launch requirements.
- We have delivered a 17% improvement on quality scores and are now exceeding targets with improved customer experience, within FSA guidelines.
- A 40% improvement in performance on Same Day Sales has been achieved along with an 18% improvement on subsequent sales.
- We also achieve add-on sales of other related products, including Green Flag Breakdown cover and Motor Legal Protection and upsell Breakdown cover.
- We have reduced the number of FSA breaches from 287 (Jan-Nov 2007) to 144 breaches (Jan-Nov 2008). In November 2008, we have reduced even further to just one breach.
- In striving to deliver the best service to esure, we carried out more quality checks than esure's own operations. We delivered the best quality and compliance scores across the three centres in October 2008.
- Our managers and coaches are now accredited and assessed by esure to carry out a number of underwriting processes, a unique achievement in this industry.
- We constantly review targets and workload mix to keep Agents stretched and the client achieving profitable business. This is particularly important in the insurance market with new regulations and products introduced regularly, requiring changes to procedures and scripts.
- We flex our resource throughout the year to support esure's peaks in call volumes.

Results delivered

- Over 17,500 new business policies sold in the last year
- Best quality and compliance scores over three aggregator websites in October 2008
- 17% improvement on quality scores

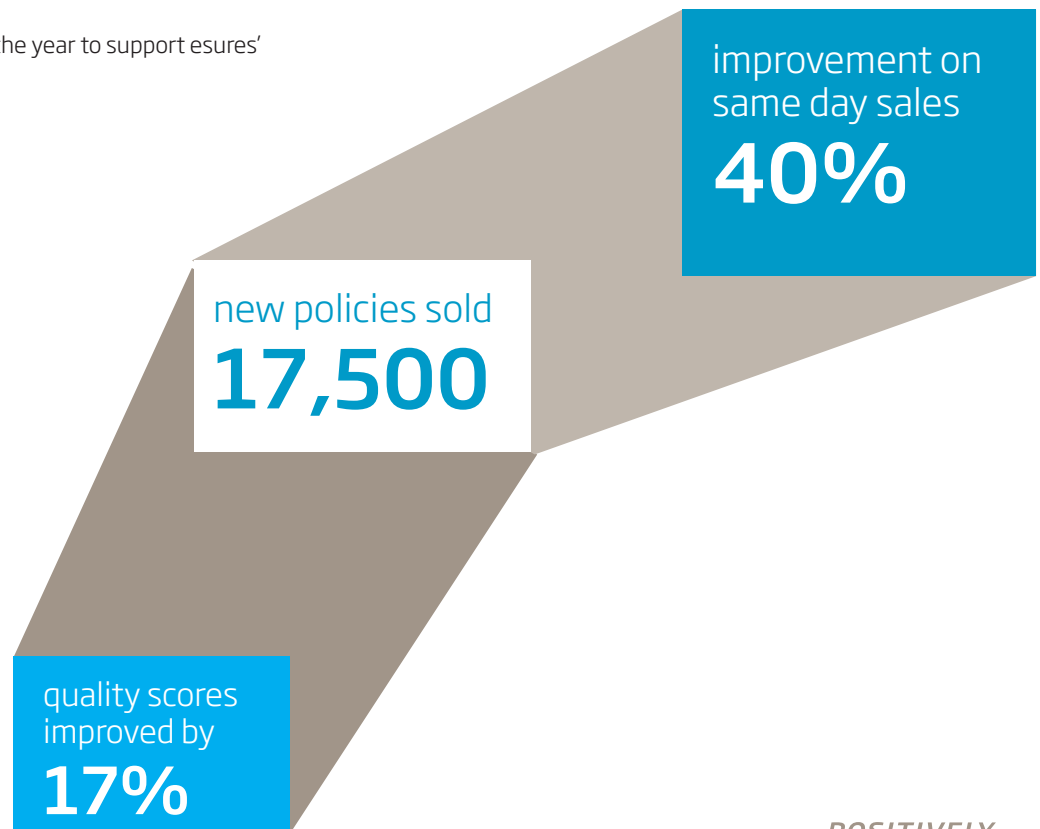
Client View

"Vertex's performance has seen improvements over the past few months in agent utilisation, sales and call quality scores and the relationship at all levels is healthy, with open and honest interaction and a high level of trust.

Vertex have been flexible in meeting recruitment numbers and timescales, whilst always willing to assist with ad hoc requests for shift changes or shift slides throughout the year.

It is hard to spot any difference in how Vertex promote the esure brand compared to our own people and great progress has been made with staff quality."

Eddie McDonald - Head of Planning, esure



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