

Case Study



esure.com



Client Details

Sector:	Professional Services														
Skills Delivery:	Coaching Skills														
Client:	esure.com was established in 1999 to provide competitive insurance cover for drivers and homeowners using the Internet as its primary sales channel. It is the UK's fastest growing insurers ever and had 1 million customers before its 5th anniversary. It has a staff of almost 2,000.														
Background:	esure.com aims to provide a superior service - on both the Internet and phone which means investing in training for its staff at all levels. esure.com wanted to provide a coaching system which would cascade down from management level to keep performance levels high. It also wanted to use the training as a gauge for future staff development.														
Brief:	<ul style="list-style-type: none">• Equip managers across all departments with the coaching skills necessary to encourage best practice in all team members• Use the information in a cascade system so all staff receive the benefit of structured training• Use material for internal coaching programmes• Assess future training requirements														
Training:	On-site training at Glasgow and Manchester centres Programme covered <ul style="list-style-type: none">• Understanding key coaching styles• Improving individual performance• Dealing with issues such as defensiveness• Identifying opportunities for coaching in the work environment														
Feedback:	"Thoroughly enjoyed this course. Tracey (trainer) was extremely enthusiastic and this rubbed off " (Debbie) "Pace of course perfect. Content spot on" (Arlene) "Excellent – delivery gave me a new focus on coaching skills and techniques" (Denis) "Beneficial and can be taken back and used in the workplace" (Muir)														
Other clients within the Professional Services sector:	<table><tr><td>Sunrise Medial</td><td>BK Haines Watts</td></tr><tr><td>Institute of Chartered Accountants</td><td>Letsure</td></tr><tr><td>General Council of the Bar</td><td>Insurance Advisory Services</td></tr><tr><td>Ernst & Young</td><td>Deloitte & Touche LLP</td></tr><tr><td>Royal Liver Assurance Ltd</td><td>Direct Accident Management</td></tr><tr><td>Price Waterhouse Coopers</td><td>Standard Life Assurance Company</td></tr><tr><td>Churchill Insurance</td><td>Chase de Vere Financial Solutions</td></tr></table>	Sunrise Medial	BK Haines Watts	Institute of Chartered Accountants	Letsure	General Council of the Bar	Insurance Advisory Services	Ernst & Young	Deloitte & Touche LLP	Royal Liver Assurance Ltd	Direct Accident Management	Price Waterhouse Coopers	Standard Life Assurance Company	Churchill Insurance	Chase de Vere Financial Solutions
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