

DELOITTE

23 July 2009

### **UK Based Call Centres Preferred By Insurance Customers**



Consumers are actively choosing insurance companies with UK based call centres rather than those based off-shore, according to research conducted by YouGov on behalf of business advisory firm Deloitte.

The research found that 78 per cent of consumers consider UK based call centres an influencing factor when choosing an insurer. Almost one quarter of consumers (23 per cent) actively look for insurers with UK based call centres and 18 per cent said they would be willing to pay more to know that they could speak with a call centre representative based in the UK.

Over one third of consumers (38 per cent) said that when choosing between two equal insurance providers, they would be influenced to choose the one with a UK based call centre. Only 13 per cent said the location of the insurer's call centre was irrelevant.



media relations and profile

Stephen Williams, financial services partner based in the Leeds office of Deloitte said: “Our research shows that UK based call centres have become an important consideration for consumers and are a factor influencing their choice of insurers. The insurance industry is already highly competitive and UK based call centres have become a point of difference for consumers.

He added: “Following the financial crisis, it is more important than ever for insurers to strengthen their brand and reputation. Consumers clearly feel strongly that they prefer dealing with UK based call centres and insurers need to take this on board. Insurers may start to look at ‘onshoring’ their call centres if the potential loss of business starts to outweigh any cost savings they could make from offshoring.” ENDS

**Notes to editors:**

The survey was carried out online by YouGov on a sample of 2,229 adults between 1-5 May 2009. The figures have been weighted to be representative of all GB adults (aged 18+). YouGov conducted a similar survey last year on behalf of Deloitte on a sample size of 2,286 GB adults.

**For further information please contact Appeal PR on 01423 569 999**