

esure and Zixty: From identifying a customer need to partnership launch within weeks

How esure, a leading UK car and home insurance provider, teamed up with Zixty, a UK business who provide temporary insurance cover, to offer customers a flexible and convenient solution.

esure is focused on using industry beating technology, insights and data, alongside fantastic customer service, to deliver more personalised experiences that meet the evolving needs and expectations of customers.

Zixty provide temporary car insurance for drivers who need short-term cover, ideal for situations such as borrowing a friend's car or van, test driving a new vehicle, or getting a new car home from the dealership.

The Challenge

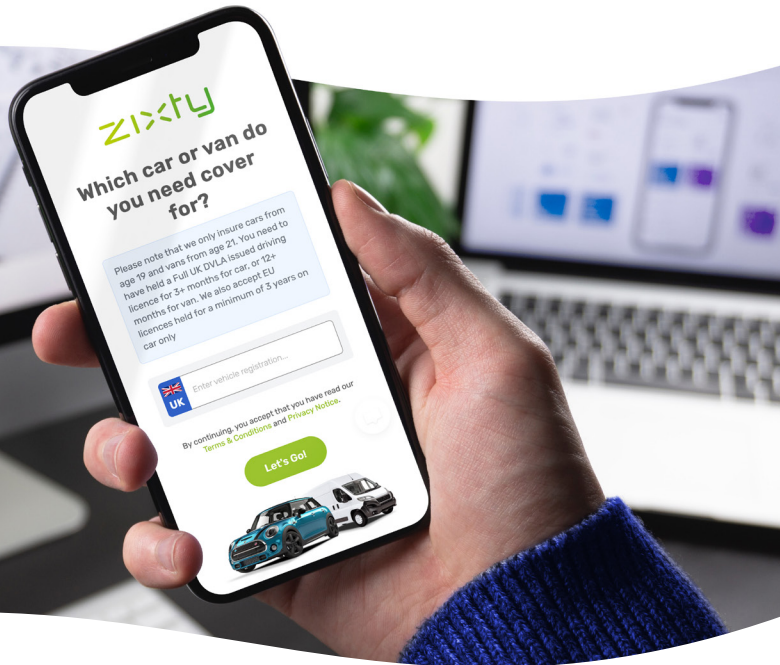
We wanted to offer customers a new option for temporary car insurance, as part of our mission to provide flexible and convenient solutions that meet customer needs. We recognised that some of our customers might need temporary cover for their car while insured through our esure or Sheilas' Wheels brands, such as a friend or family member being added to the policy for a short period of time.

We sought a partner who could quickly and seamlessly integrate into our new flexible and scalable tech platform to provide temporary car insurance that was compatible with our brands, values, and our customers' expectations.

The Solution

esure found a great partner in Zixty, a business who specialise in temporary car insurance. Zixty's platform was designed to offer customers a fast, easy, and secure way to get temporary cover for their car, with flexible options and competitive prices.

esure were impressed with Zixty's commitment to sustainability, with all customers able to opt in for free to carbon-offset their policies and up to 100 miles of each day's driving.



“Zixty were a great fit as a partner for us, offering the temporary cover our customers need while also aligning to our Driving Good strategy with sustainability initiatives a key part of their proposal.”

Rob Clark, Head of Motor Underwriting, esure Group

esure and Zixty agreed to form a partnership, where esure would offer Zixty's temporary car insurance to their customers, providing an option for temporary car cover.

From initial concept to launch, the integration of the Zixty partnership took just a matter of weeks. Our new tech platform grants us the agility to deliver innovative solutions for customers, and Zixty is a great example of identifying a customer need and implementing a new proposition at pace.

“We were delighted to partner with esure to provide a temporary cover solution for their customers. As an agile insurance company we often find that partners can take time to complete the development from their side, but we were pleased with the speed and agility of the team at esure Group in making this happen.”

Andy James, CEO, Zixty



The Outcome

The partnership between esure and Zixty will bring many benefits to customers, including being:

- **Easy** - esure customers can get temporary cover for their car alongside their existing esure policy.
- **Convenient** - esure customers can access Zixty's temporary car insurance through a dedicated link, get a quote, and buy a policy from Zixty in minutes using their smartphone or computer.
- **Flexible** - esure customers can choose the duration of the temporary cover, from one hour to 28 days.
- **Climate conscious** - esure customers have the option to carbon-offset their policy and up to 100 miles of driving each day for free.

The Future

esure Group continue to explore innovative solutions to meet customer needs, both through in-house development – such as our scaled deployment of Gen AI – and through carefully chosen partners.

“Having completed our multi-year transformation journey, our new flexible and scalable cloud-native platform means we are well-positioned to support customers' ever-evolving needs with agility.”

Peter Martin-Simon, Chief Customer Officer, esure Group