



Case Study

HomeServe plc is one of the UK's fastest growing FTSE 250 companies with 3.3 million UK customers and 10 million policies sold worldwide. They have businesses in continental Europe and the USA, and the global vision is 'To be the first place people turn to for home emergencies and repairs'.

HomeServe employs over 3,150 people in the UK and provides reliable insurance policies to help customers safeguard their properties in the event of a home emergency by offering:

- A 24-hour emergency repair call-out service for insured customers via an extensive network of approved tradesmen.
- Single, multiple and comprehensive policies for plumbing and drains, water supply pipes, gas supply services, electrical wiring and many more.

They also offer a fixed price 'pay-on-use' repair, maintenance and improvement solution for customers who want to pay for the services direct which offers access to hundreds of jobs across trades such as appliance repair, plumbing and pest control.

"I'm a real believer in the value of Apprenticeships and am personally working hard nationally and in the West Midlands to help encourage an increasing number of employers to offer apprentice vacancies. At HomeServe, we are a big supporter of Apprenticeships within our repair business."

Richard Harpin Managing Director

Programme overview

HomeServe's Apprenticeship Programme has been running since November 2008 and has been developed as part of the Accreditation stream of HomeServe UK's Learning and Development overarching strategy.

Call centre apprentices

The Call Centre Apprenticeship Programme focuses on developing all existing employees to a minimum of Level 3. HomeServe employs around 1,300 call centre staff of whom 208 have successfully completed Customer Service or Contact Level 2. At present there are 169 learners registered on programme completing their Level 3 qualification.

Plumbing and drainage apprentices

There is already a small number of apprentices in the business. Over the next 3 years HomeServe is investing £1 million in its Plumbing Apprenticeship Programme with 20% of its trades' workforce coming from Apprenticeships by 2013. HomeServe sees Apprenticeships as the principal means of recruitment into the Plumbing and Drainage sector.

Benefits experienced

The model has been designed to meet the objectives for HomeServe Membership Ltd in delivering world-class customer service, grow the customer base from three to five million, and build real loyalty with customers.

The Apprenticeship Programme provides learners with personal development and raises employees' skills and competencies that will improve HomeServe's commercial performance. The business saw an increase in productivity of 5% from those employees who have completed the programme against those who have not.

There is a buzz around the programme and the fact that the company is recognising our contribution. As a part-time worker I always felt that I wasn't as 'important' to the company as the full-timers.

The Apprenticeship Programme has been my opportunity to prove my worth and I'm very pleased to have completed it.

I'm really looking forward to progressing to the next level!

The NVQ gives me confidence that I'm able to do my job well.



Kirsty Simmons
Quality Advisor