



Clusters specialises in segmentation, a technique that helps businesses focus efforts where they will deliver the best results. It is most commonly used to identify consumer or customer groups for business targeting.

Clusters spotted an opportunity to apply their many years of client-side experience in senior Marketing and Research roles for companies like Unilever, Duracell and Disney to deliver a more practical, actionable version of segmentation. And after years of development, once they had developed a proprietary technique better than is generally used for segmentation analyses, they were ready to launch in 2006.

Clusters was started by Managing Director, Chris Cowan, Director of Sales and Strategy, George Emiris and Chairman, Ruth Hulbert. With the three founders living in different parts of the South East, virtual working was always their first choice.

“We have been with Regus since the beginning, using a combination of home offices, Regus Meeting Rooms and virtual office,” said Chris. “We looked at a couple of other options but preferred Regus’ facilities and especially the flexibility to hire meeting rooms and use offices in various locations. We chose Trafalgar Square as our base because I travel in to Waterloo, which is a five-minute walk, while my other two business partners live in London.”

Like all start-ups, at the time Clusters’ owners did not know how long it would take for the business to get off the ground, nor how often they would need an office, so committing themselves to a traditional lease was out of the question.

“The last thing we wanted was to sign a five-year lease then realise we didn’t need an office,” said Chris. “With Regus we signed up for an initial three months and went from there. But now we’re successfully up and running with a range of active clients, Regus still works ideally for us”

Since becoming a Regus client, Clusters has made full use of phone and mailing services that comes with his Regus Virtual Office package. Chris is most impressed by the ability to update his profile and instructions online and change the way messages are handled by the person answering the phone on his behalf.

Although meetings with clients are often at their premises, Clusters occasionally use professional on-demand meeting venues at their business address and other convenient locations, with Regus.

“The experience of being a virtual client but still going back regularly to an office environment for meetings works really well,” added Chris. “We have the advantage of professional Regus staff and a more personal service from the Regus Trafalgar Square team – I’d give them high points for service quality and efficiency.”