



# Leading UK Call Centre Solutions

## Welcome to Premier Call Centre

The UK's leading call centre solution offering high value telephone services to businesses and organisations in this ever changing global environment. We pride ourselves on offering unrivalled customer service in both our highly professional and personal approach.

As a valued client you will enjoy your own Business Relationship Manager to help you plan your campaigns and meet your goals and objectives. This management service we offer will help us respond quickly to the future growth demands of your business, and enable us to be proactive in helping you keep ahead of competition.

We regard our service as an extension of your existing business meaning hand in hand we can grow and accelerate together. We have created an open door environment which means you will always be able to meet and spend time with our agents keeping you fully involved in future training and development needs.

FTSE 100 companies know that utilising a quality customer contact centre like our UK service will give greater opportunity for growth.

**TEAM – Together Everyone Achieves More**

**Ability – Performance – Quality – Driven  
Thrive – Vision**



A spiral-bound notepad with a red pencil resting on it. The notepad has a handwritten quote in red ink: "Success doesn't come to you - you go to it" and the name "Marva Collins" written below it.

"Success doesn't  
come to you -  
you go to it"  
Marva Collins

There are 3 main reasons why people outsource;

- ✓ To Save Money
- ✓ To Increase Sales
- ✓ To Improve Service

### The Future is the Internet

With the direction of future business demands growing evermore online then it makes sense to employ us as your own call handling service to enhance your consumer requirements.

## So Why Choose Premier Call Centre?

### UK Call Handlers Providing Maximum Service

Our Call Centre is based here in the UK which means our experienced and well trained call handlers can offer your customers a top level service. We have branches in both Wales and England where our Relationship Managers are based making us convenient for you.

### Reduction in Operating Costs Excelling In Customer Service

Because of the way we have structured our business this means we can operate with significant cost savings which we can in turn pass onto you, our client without compromising customer service standards. We pride ourselves on being extremely cost effective for our clients whilst at the same time being the best in everyway when communicating with your customers.

### Totally Flexible To Your Business Needs

We have a capacity to handle a high volume of calls from your campaigns, both inbound and outbound. We employ a senior development team to create bespoke software and telecommunication systems tailored perfectly for your business.

### Creating Award Winning Staff Loyalty Schemes

From our Welsh centre based in Gorslas, we have created a perfect environment for our award winning staff to enjoy such great opportunities. We have built up an excellent staff team meaning our employees are both loyal and are working with a common goal and purpose.

### We Will Enhance Your Reputation

Offering the best in Customer Service when representing your name will mean we will enhance your reputation and build your brand. We are totally committed to seeing your business grow and through regular communication your objectives will be achieved.

A starburst-shaped badge with a scalloped edge, containing the text "SATISFACTION 100% GUARANTEE".

SATISFACTION  
100%  
GUARANTEE



## Advantageous Email Management Systems

The advantage of the internet is widely accepted, but it can be increasingly difficult to respond promptly and professionally to large volumes of email enquiries, leading to disappointment. Our unique email management systems will enable you to fulfill your promises and convert online enquiries into long-term customers.

## Services We Offer:

Premier Call Centre offers Businesses and Organisations a range of Customer Relationship Management Solutions. Our contact processes include telephone, web, fax, post and email operations.

## Inbound

### Brochure lines

A response service for material such as brochures, information packs or application forms.

### Credit card order lines

Live customer service representatives (CSR's) taking telephone orders for direct sales ranging from one-product one-price to multi-product multi-price offers, including handling the credit card transactions.

### Helplines

CSR's, aided by comprehensive product training and access to knowledge databases, will answer queries and provide help within a customer support environment.

### Product recall

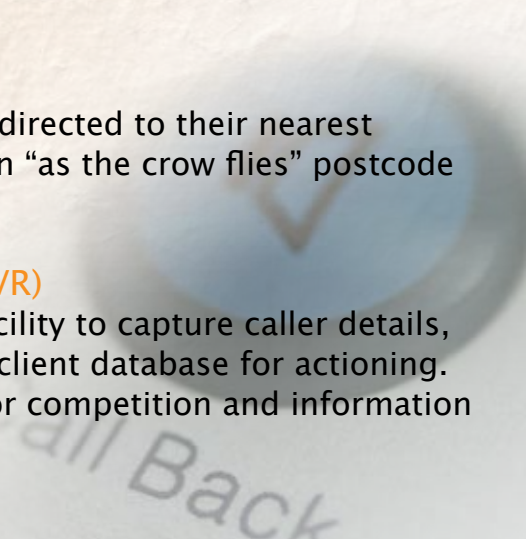
A service that can be set up within 24 hours in an emergency, offering live support to customers with defective product, responding to national media campaigns. Replacement product can be sent to customers in conjunction with our fulfilment service.

### Nearest dealer

Callers are given information and directed to their nearest branch or local stockist through an "as the crow flies" postcode recognition system.

### Integrated Voice Recognition (IVR)

Primarily an automated backup facility to capture caller details, which are then transcribed to the client database for actioning. This service can also be utilised for competition and information lines.





## Outbound

### Outbound telemarketing

Incorporating campaigns such as telemarketing, telesales, market research and database cleansing as well as follow up calls generated by inbound work. Scripts are written in close collaboration with clients to ensure maximum effectiveness.

### Appointment setting

Confero's experienced teams can canvass potential customers to arrange appointments on behalf of your sales representatives.

### Follow up calling

Following direct advertising or marketing campaigns, every respondent can be contacted with a remit to convert them to a customer.

### Mystery shopping

Fully briefed and utilising agreed dialogue, calls can be directed to either customers or staff in order to measure the effectiveness of your processes and systems.

### Reactivating existing/dormant clients

Telephone, letter and email campaigns to update and reactivate existing or dormant clients on your database.

## Other Services

### Email response

Emails from customers, which may be generated from literature, advertising campaigns or websites, are answered promptly and accurately on your behalf.

### Fulfilment services

A range of services including personalised mailings, the handling of high volume literature mailouts, sending of replacement product recall items and the provision of redemption facilities for coupons, competition forms etc.

### Non-geographic numbers

A range of 0800 freephone, 0845 local rate, 0870 national rate and 090 premium rate numbers are available.

Reporting is also available, offering live call statistics and important marketing data.





## Lets Achieve Together...

You need staff who know your product and care about your customers. Agents who count it a real priviledge to be the voice of your business. How do we achieve this in a call centre? The first step is to break the industry mould. When an agent is just one of 300 in a traditional large call centre, it is difficult to feel personally involved. We operate a close business relationship with all our call handlers with a common objective of achieving together, and work with our clients in the same way. With no more than 50 positions in the centre, each of our customer service representatives is treated as a person, not a number, and forms an integral part of the team.

We strive to create a stimulating environment in which our colleagues can flourish through our open style of management and the belief that hard work can also be fun.

As a Premier client, you will be invited to work directly with our staff to tailor their training to your specifications and to develop their ongoing product knowledge. At the same time, our inhouse training programme helps to maintain high standards and motivate staff by setting personal goals. Our people are your people. Your customers are our customers.

The stronger the links,  
the longer the chain.





## London Office

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