



**CONFETO**

*Call centre solutions*

# Call centre solutions

*for today's businesses*

A first class call centre that  
is near to your business.  
Highly trained staff who  
share your values.  
The latest technology  
geared to your exact  
requirements.

## **Welcome to Confero**

Confero has created a new style of call centre capable of responding to today's fast-changing environment without compromising on quality. Localised, mid-sized centres offering the complete professional service with a personal touch.

You deal directly with one of our senior managers - someone you can sit down with to plan your campaign, someone who understands your business. Just like one of your own managers. This close relationship enables us to not only react rapidly to your needs but to be proactive, giving you a competitive edge.

Our open door policy means that our agents become familiar faces and you are fully involved in their training and development. Just like a department of your own company.

To your customers, that is exactly

what we become, as we blend smoothly into your business.

You are the experts at creating and marketing your product - we are the specialists in making and answering calls.

**Together,  
we will both succeed.**



**“55% of the FTSE 100 companies  
use outsourcing in a major way”**

*(Morgan Chambers plc)*



# *Why choose Confero?*

## ***Our call centres are convenient for you***

Instead of one vast centre in a remote location, we are developing a group of mid-sized centres close to major business cities around the UK. Our first is based close to London, in Wembley. Further centres are planned for Birmingham, Brighton and Manchester.

## ***Smaller size means bigger benefits***

Each of our call centres will house a maximum of 75 positions. This encourages greater staff loyalty, not only to Confero but to you and your customers. By keeping our business more manageable, we promote closer links with our clients and we are also able to react faster to change than our larger competitors.

## ***Our call centres are fully flexible to your needs***

We have the capacity to adapt by scaling up to any level of campaign, both inbound and outbound. Then when the campaign is over, we can scale back down again. Our Wembley centre is capable of handling in excess of 35,000 calls a day.

## ***Flexibility can increase your profits***

The ability to scale up and down as required results in cost savings - savings that are passed on to you, our clients. Unlike our competitors, we do not have the ongoing liability of significant fixed cost. This enables us to provide value for money.

## **You will have access to the latest technology**

All of our technology is state of the art, including advanced call scripting and email management systems. Our sophisticated telephone system can handle up to 500 simultaneous calls. We offer you the benefit of these solutions without the liability of capital investment or ongoing maintenance costs.

## **Keep your web customers interested**

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

**“Currently up to 40% of enquiry emails sent do not get answered and up to 70% are not answered within 48 hours”**

*(Joe Firmage, the co founder of USWeb, the largest web consultancy in the world)*

## **We're still open when you're closed**

Today's changing lifestyles mean customers often demand service around the clock. We're available to take their calls 24 hours a day, every day. Because your customers are important to us, there will always be someone at the end of the line.

## **We can enhance your reputation**

By providing outstanding customer service in your own name, we can enhance your reputation and help to build your brand.

**“There are three main reasons why people outsource: to save money, to increase sales and to improve service”**

*(Clive Harris - Telebusiness Partners)*



**We're still open when you're closed**

*We're available to take calls 24 hours a day.*



# *Our range of services*

Confero offers complete outsourced Customer Relationship Management solutions, aimed at medium to large enterprises. We incorporate a full range of contact processes including telephone, email, web, SMS, fax and post.

## **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.



# *Our people* - **the key to** **YOUR SUCCESS**



**“92% of callers prefer speaking to live agents rather than using voice mail or internet”**

*(Key Note report on call centres)*

You need staff who know your product and care about your customers. Agents who are proud 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 500 in a traditional large call centre, it is difficult to feel personally involved. With no more than 75 positions per 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 Confero 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 in-house training programme helps to maintain high standards and motivate staff by setting personal goals, including NVQ qualifications.

Our people are your people. Your customers are our customers. The stronger the links, the longer the chain.

# Location, location, location

The importance of location has also been taken into account. Because our staff are based near to town centres, they are able to enjoy the benefits of being close to transport, shops and other amenities.



All of our initiatives are designed to establish new benchmarks for low staff turnover and build a loyal workforce.

By locating near to major business cities we are accessible to you. Through our open door policy, we encourage proactive client involvement. This enables regular close control and monitoring of your campaign, without having to book days out of your schedule.

WPP Group predicts mid-range sites, currently with 23.4% market share, will overtake larger sites, currently 54% of the market, within 5 years.



With his background, David is well placed to understand your individual requirements and how to meet them.



In a technologically driven industry, where change is the only constant, Daniel has the skills to implement the systems and processes that fulfil your needs.

# *Enterprise and experience*

## *Meet the management team*

A company with innovative ideas, Confero has been built on the firm foundation of industry knowledge. The directors have extensive senior management experience within the call centre industry, gained from the complementary perspectives of service provision and technical expertise. Each has a proven track record of delivering results that exceed customer expectations, making this a winning combination.

### ***David Freedman - Managing Director***

Confero's founder, David is an experienced executive in the call centre industry. His overall managerial role includes hands-on involvement in sales and marketing, an area of expertise for 15 years. He has successfully managed campaigns for some of the UK's leading brands across all sectors and was previously a director of a prominent outsourced call centre business.

### ***Daniel Sassoon - IT/Operations Director***

Confero's co-founder and technical expert, Daniel has been involved with call centre and telecom installations, IT infrastructure and migration for 18 years. He has set up a number of call centres ranging from 5 to 200 seats. He formerly ran his own consultancy business with major clients including Reuters and The Independent newspaper.

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