

As part of the FTSE-100 listed company Old Mutual PLC. Old Mutual Fund Managers Ltd manage unit trust funds of over £3.4 billion.

Success Story



Client **Old Mutual Fund Managers**

Background
Confero Solution
Results

- Inbound
- Outbound
- Intelligent Email Management
- Fulfilment
- Crisis Management Solutions

Background

Old Mutual Fund Managers promote their products and services to private investors through a schedule of national newspaper and magazine advertising. Adverts offer a range of ISA's, unit trusts, corporate bond funds and carry an 0808 freephone response number. Call volumes vary according to fund launches and investment seasons, which occur principally through five months of each year.

Part of FTSE-100 listed Old Mutual PLC, Old Mutual Fund Managers required a partner of integrity to engage in a long-term relationship that would support their growth strategy and expansion in the UK following their recent flotation. Moreover an accessible partner, within easy reach of the City, was necessary to accommodate regular meetings and updates.

Confero Solution

Based at Wembley, about 30 minutes from City stations such as Bank and Moorgate, Confero offered Old Mutual the ideal solution.

The Confero senior management team with its combined wealth of experience, gained from prestigious companies like Merchants, Sitel and Reuters, were able to deliver a comprehensive client programme including inbound call handling, email management, fulfilment and outbound telemarketing.

Results

Old Mutual Fund Managers now benefits from a team of customer service professionals that deal with their customers 365 days a year, who understand their customers requirements and provide a complete communications solution within FSA guidelines.

The Confero solution has allowed Old Mutual's marketing team to concentrate on medium to long-term planning while Confero maximises the effectiveness of current marketing initiatives.

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