

Engaging – **with care**



Caring about customers Delivering business value

Customer acquisition. Customer retention. Customer care.

Our outsourced customer and prospect management services create business value for you by **winning customers**, keeping them **and serving them well**



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This document introduces our services and the way we work. It also tells you how we deliver value to our clients by engaging simultaneously with their business objectives and their customers' expectations.

We hope it will convince you that Careline is unlike other outsourced contact centre providers you might have read about or met. That we care more than they do about helping you win, keep and care for your customers - and about maximising the returns they deliver to your business.

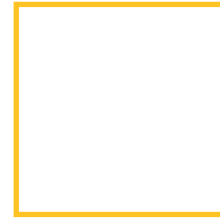
For us, **engaging with care** means doing what's right for your customers, based on a shared understanding of what's right for your business.

Charles Cooper-Driver
Co-founder & Managing Director, Careline



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Your customers. Our care



“ Shared values have created a successful, proactive working relationship. Together we’ve shown how our industry can overcome budgetary constraints to meet consumer expectations. Careline continues to deliver added value solutions to our business.”

Phil Hood, Consumer Link Manager, Unilever

Your future is in your customers’ hands. We invite you to put your customers in ours.

It needn’t be a leap of faith. We understand that customers are the lifeblood of your business. That your future depends – not just on your ability to create the products and services they hunger for – but to win their hearts and minds through friendly, helpful and relevant interactions.

We understand, too, that those interactions have to be delivered cost effectively. So that the cost of winning and serving customers can be matched to their business value.

That’s why, at Careline, we combine passion with pragmatism when we engage with our clients. We know that taking care of your customers is important. But that taking care of your business is more important still.

Two definitions of care

We care about your customers. Whether we’re providing a service or making a sale, we’ll treat them with respect. We’ll listen. We’ll respond. We’ll take action.

We care about your business. About its objectives and its ambitions. And we’ll demonstrate that care by sharing the risk and reward involved in realising them.

Your customers – and your business – are safe in our hands.



Working with Careline

Our approach to your business is characterised by three qualities; **FLEXIBILITY, ACCOUNTABILITY** and **ACTION**. We use our skills and resources to build tailored solutions, then underpin them with value based contracts that marry our success to yours. And - on day one and every day that follows - we'll stay engaged, making sure our solutions evolve in line with the needs of your business and the expectations of its customers.

FLEXIBILITY: solutions built around you

People and locations: more than 1,200 skilled sales and service staff in three UK sites, plus access to an international network of contact centre operations.

Technology: Our dedicated development team will build the applications needed to power your solution, or make sure your existing applications and systems integrate seamlessly with ours.

Deals: We're confident in total or partial outsourcing arrangements, build-operate-transfer or asset reallocation deals – where we take over your physical assets and operate them on your behalf. We'll make a deal that aligns our operation to your business objectives.

Choose the business terms that suit you best. We make creative deals that overcome obstacles and focus on value.

ACCOUNTABILITY: value based pricing and deals

We invite you to judge our performance against the criteria that matter most to your business:

- Winning customers
- Keeping customers
- Enhancing their lifetime value
- Reducing your operational cost

At the start of our relationship we'll establish clear targets linked, not only to our productivity measures, but also to your commercial objectives; customer satisfaction, reduced cost to serve and enhanced revenues. And, because we're confident of our ability to deliver against those objectives, we'll share risk and reward, using value based pricing arrangements to link our success to yours.

Our competitors are happy to be measured on productivity. We're more ambitious than that.

“ Careline consistently exceeds our expectations. Together we’ve reduced our cost to serve and improved our customer experience in a business that’s grown significantly in the past three years.”

Andrew Cherrett,
E-Commerce Customer Service Manager, HMV

ACTION: business engagement

Your business never stands still. Neither do we.

Focused attention: Our client teams combine account management skills with operational experience, coordinating resources with confidence to meet your challenges.

Fast decisions: We understand your need for speed. A member of our senior management team will always be at hand to make sure you never have to wait long for a commercial decision.

Improvement and progress: We’ll constantly seek ways to boost our delivery and your business performance. We generate creative ideas that make life better for you and your customers.



“ Over several years Careline has been involved in virtually every area of our business. Among its greatest strengths is its commitment to our success – a commitment that’s shared at every level of the organisation, from the Managing Director down.”

Neal McCleave, Director, Talk Talk



Intelligent services

CUSTOMER ACQUISITION

- Inbound & outbound telesales
- Lead generation
- Appointment setting
- Cross & upsell
- Order processing

CUSTOMER RETENTION

- Proactive and responsive programmes

CUSTOMER CARE

- Customer care
- Help desks & tech support
- Switchboard
- Early stage collections

Our services embrace every stage of the customer lifecycle – from acquisition to the realisation of lifetime value. We’ll combine them to create a solution that supports the journey you want your customers to make with you. Then we’ll apply them with intelligence across multiple channels and with consistent quality. They’ll be delivered by agents carefully trained to represent your business and your brand.

Channels: Multi-skilled agents and blended queues maximise throughput, while carefully designed processes, underpinned by a single view of the customer, guarantee ‘joined up’ customer service.

Insights: Real time analytics allow us to anticipate customer behaviour and respond to it. Post-contact customer feedback surveys give you an immediate measure of satisfaction, loyalty and advocacy.

Quality: Not one assurance of quality, but two. First we’ll monitor our service through a calibrated programme agreed with you and specific to your business. In addition, our centralised quality team will reinforce Careline’s own standards of service quality – consistent across every client implementation.

“ I have no hesitation in recommending Careline to any business looking to improve the value it gets from its contact centre operations.”

Paul Sage, Project Manager, Pizza Hut

A track record you can trust

Careline is a trusted supplier of multi-channel customer and prospect management services to some of the UK's most reputable brands including:

AUTOMOTIVE

- Alfa Romeo
- Fiat

MEDIA AND TELECOMS

- Associated Newspapers
- BT
- Quadrant Subscription Services
- Sky
- Talk Talk

FINANCIAL SERVICES

- American Express
- Equiniti
- Lloyds Banking Group
- Post Office Financial Services

RETAIL

- HMV
- KFC
- Pizza Hut
- Waterstones

GOVERNMENT AND PUBLIC SECTOR

- Central Office of Information (COI)
- Foreign & Commonwealth Office
- Identity & Passport Service
- Manchester Airport Group
- Qualification and Curriculum Development Agency

FMCG

- Birds Eye Foods
- Unilever

HEALTHCARE

- Astra Zeneca
- Virgin Health Bank



“Everyone knows outsourcing provides access to expertise, technologies and processes, along with economies of scale

that will save them time and money. Smart companies know it can do much more. At Careline everything is focused on delivering powerful business results through trust-based engagements, creative contracts, value focused deals and rigorous governance.”

Mike Havard, Non-Executive Director, Careline

Careline is one of the UK's fastest growing customer and prospect management outsourcing providers:

- Established in 1997
- Serving clients in the public and private sector – B2B and B2C
- Over 1,200 agents, and 1,100 workstations in 3 UK locations – Chiswick (West London) Selkirk (near Edinburgh) and Alness (near Inverness)
- Access to over 23 offshore delivery centres in the US, Canada, Mauritius, the Philippines and India
- 50,000 multi-channel customer interactions every day in 14 languages
- Members of the Call Centre Association (CCA) and the Direct Marketing Association (DMA).



Engaging – **with care**

Find out what engaging with Careline could do for your customer relationships and your business results.

Contact us at:

Tel: 0845 194 9295

Email: sales@careline-services.co.uk

Visit our website at www.careline-services.co.uk

Or write to us at:

Careline Services Limited
250 Gunnersbury Avenue
London W4 5QB
United Kingdom