

Introducing Careline...

...the company that cares as much about your customers as you do

Our definition of care

Doing what's right for your customers, based on a shared understanding of what's right for your business.

Relevant: We use analytics to anticipate customer requirements. So our sales, customer satisfaction and advocacy scores are exceptional.

Responsive: We build extensive knowledge bases to give your customers the right answers the first time. That means their expectations are met and your costs are reduced.

Respectful: We listen to your customers and tailor our responses to their expectations. In turn they'll reward you with their loyalty.

Some people think care is a nice to have. We think it's a must. Caring conversations – in sales or service environments – create greater loyalty, better sales, stronger brands.

Our ability to flex

We build our operations around you – matching rich resources to your ambitions.

Flexible resources: 1,200 agents in three UK locations, plus access to 23 offshore delivery centres in the US, Canada, Mauritius, the Philippines and India.

Flexible technology: Our development team will match bespoke solutions to your needs. Or we'll integrate with your systems and adopt your applications.

Flexible deals: We're confident in total or partial outsourcing, build-operate transfer or asset reallocation environments. We'll contract on the basis that best suits your needs. And we'll use value based pricing to share risk and reward.

We've built firm foundations for close business relationships. Founded in 1997, we're profitable, cash rich and debt free.

Our commitment to serve

Our services span the customer lifecycle. We'll combine them to build solutions that support the journey you want your customers to make with you.

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

We undertake over 50,000 multi-channel customer interactions every day in 14 languages for clients across industry and government.



Our focus on you

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

Fast decisions: A member of our senior management team will always be on hand. That means you'll never have to wait long for a commercial decision

Improvement and Progress: We'll continuously generate ideas that make things better for your business and your customers.

Our tight knit management team takes decisions fast and makes change happen to your timetable and no-one else's.

Our track record

Multi-channel customer and prospect management services to some of the UK's most reputable brands:

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

FMCG

- Birds Eye Foods
- Unilever

HEALTHCARE

- Astra Zeneca
- Virgin Health Bank

“ 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



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

Contact us at:
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YOUR NEXT MOVE

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