

GARLANDS RECEIVES RECOGNITION FOR HR EXCELLENCE

Submitted by: Gray Associates

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Garlands Call Centres has received a Special Commendation for the quality of its Human Resources (HR) at the prestigious HR Excellence Awards.

According to Trevor Merriden, Editor of Human Resources magazine and Chairman of the Judges "Garlands hugely impressed the judging panel by the way its HR programs address the complex strategic issues typically faced by contact centre operators. To its great credit, the company has succeeded in positively influencing sickness, attrition and absence rates and has attained inspired levels of customer service. Their performance in HR is an inspiration to small companies everywhere".

At the event, organised by Human Resources magazine, and held at Claridges, London on Thursday 3rd July, Garlands was also a finalist in the Hewitt Bacon Woodrow Award for Best Contribution of HR to Business Strategy.

"We passionately believe that people are key to providing the best customer service and this drives our whole approach to HR" said Chey Garland, Chief Executive of Garlands Call Centres. "We look to holistically develop the skills of our people, tackle key industry issues such as absenteeism and attrition, and create a positive working environment that's conducive to delivering exceptional levels of service. We're extremely proud that the HR Excellence awards has chosen to recognise our work".

Other winners at the event were Royal Bank of Scotland, Safeway, GKN, Computer Associates, Prudential, Herts County Council, Defence Aviation Repair Agency and B&Q.

About Garlands

Established in 1997, Garlands Call Centres was named 'Best Large UK Contact Centre' at the 2002 National Customer Service Awards.

Garlands handles both inbound and outbound customer contacts via phone, email and the Web for customer retention, cross selling, upselling, customer service, customer acquisition, credit management and customer lifecycle management. The company has a blue chip client list that includes leading businesses in the telecoms (mobile and fixed), utilities, Internet services, multi media entertainment and financial services industries.

Garlands Call Centres was a winner in the category 'Intelligent Application of Data for Telemarketing' at the 2002 Marketing Direct Intelligence awards and received a Special Commendation for HR Excellence at the 2003 HR Excellence Awards. Garlands Chief Executive, Chey Garland, was named Tees Valley 'Business Executive of the Year' in both 1999 and 2001. She also received national recognition in 2002, notably as 'Business

Services Entrepreneur of the Year' at the Ernst and Young Entrepreneur of the Year Finals, Best Business Leader in the 100+ employee category at the Sage Business Awards and as the runner-up in the Verve Clicquot Award for Business Woman of the Year.

For further media information, please contact:

Michael Gray
Gray Associates
Tel: 020 8744 9168
Email: michael@grayassociates.co.uk