

Mike Kelly joins Garlands Call Centres

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Garlands has further strengthened its management team by appointing a new Technical Solutions Director, Mike Kelly. Mike joins Garlands from Vanguard Plc, a major communications solution provider, where he was the Technical Solutions Director responsible for service provision and product development.

The appointment of a senior level Director is an indication of the significance that Garlands places on the role of Technology to provide Business Solutions within its contact centres. While recognising that people are the main differentiator in delivering exceptional customer service, Garlands equally believes that its agents must be supported with best-in-class technology. Over the last three years, the company has invested heavily in multi-channel inbound and outbound customer contact technologies from industry leaders such as Aspect, Amcat and HP.

Mike Kelly comes to Garlands with over 24 years experience of IT development, consultancy, support and service. Prior to working at his last company Vanguard Plc, Mike worked for Kwik Save where he was responsible for delivering business process and technology change. Before that, he worked in the facilities management sector for ACT Managed Services where his work was focused on Central and Local Government. Mike started his career within Williams and Glyns, part of the Royal Bank Of Scotland.

"Customer contact and CRM technologies play a crucial role today in delivering quality service. Garlands has already shown itself to be an innovator in the use of technology to support live agent operators. It was one of the first contact centres to implement Aspect's multi-channel Contact Server solution as well as one of the first medium-sized companies to implement HP's Blade Server technology. We fully intend to continue to develop innovative technical solutions in order to improve customer experiences for our clients' customers".

"Mike will be an important new member of the management team" says Chey Garland, the Chief Executive of Garlands Call Centres. "He has a considerable record of delivering technical solutions that are focused on meeting business as well as technical objectives - and I am confident that his ideas and experience can help gain Garlands recognition as a technology as well as a CRM thought leader".

About Garlands

Garlands Call Centres is the UK's leading provider of outsourced customer contact services via phone, email and the Web. Garlands' services range from customer service to outbound customer acquisition, debt collection, customer retention, technical assistance, cross selling, upselling, staff accounts, activations, credit management, customer registrations and customer lifecycle management.

Garlands provides an integrated multichannel contact handling capability with the ability to manage customer contacts via phone, email and the Web as a single queue and in accordance with user-defined business rules. 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 believes that people are the key to delivering superlative customer service. It provides comprehensive and innovative programmes with a holistic focus to develop the skills of its staff - programmes that extend beyond the call centre and into the local community. Garlands Call Centres received a Special Commendation for HR Excellence at the 2003 HR Excellence Awards.

Garlands owns three prestigious contact centre sites, two in Hartlepool Marina and one in Middlesbrough town centre. With over 1900 personnel, Garlands is the second largest private employer in the Tees Valley.

Garlands was named 'Best Large UK Contact Centre' at the 2002 National Customer Service Awards and was a finalist in the category 'Best Inbound UK Contact Centre' at the 2004 National Sales Awards. Garlands Chief Executive, Chey Garland, was named 'Business Services Entrepreneur of the Year' at the 2002 Ernst and Young Entrepreneur of the Year Finals and 'Best Business Leader' in the 100+ employee category at the 2002 Sage Business Awards.

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