

Garlands further strengthens management team

Submitted by: Gray Associates

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Judith Haswell has become the latest high profile contact centre professional to join Garlands Call Centres.

Judith joins the company as Senior Call Centre Manager with responsibility for client Account Management and the management of customer contact operations for a Garlands' client in the mobile phone sector. She will have responsibility for meeting performance targets, team leadership and for ensuring that high levels of customer satisfaction are maintained.

The news of Judith's appointment follows hard on the heels of the announcement of three new Directors joining the company in late 2003 and early 2004. They are David Ewing, who joins Garlands as Client Services Director, John Emmerson, who joins the company as Director of Talent, and Mike Kelly who joins Garlands as Technical Solutions Director.

Judith Haswell brings over 15 years of customer service experience to Garlands, notably as General Manager of T-Mobile UK's contact centre operation between 2000 and 2002 where she was responsible for around 900 people handling approximately 150,000 calls per week. Prior to that she was Call Centre Manager / Unit General Manager for Barclaycall, responsible for a team of around 1800 people. Judith has also worked as a Customer Service Manager for Index, as Data Capture Manager for outsourcer Acxiom UK and spent over a decade working for BT where she progressed to the role of Call Centre Manager for BT Newcastle's Customer Service Centre (CSC). Immediately prior to joining Garlands, Judith was self-employed as a professional coach.

"I'm delighted to welcome Judith to Garlands" said Chey Garland, Chief Executive of Garlands Call Centres. "She has extremely relevant experience in the mobile phone sector and an impressive track record of running major contact centre operations. Her commitment to people development and to finding new and innovative ways to improve quality and contact centre performance are also first class".

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 2100 personnel, Garlands is the second largest private employer in the Tees Valley.

Garlands was named the 'Tees Valley Company of the Year' at the 2004 Tees valley Awards, '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, 'Best Business Leader' in the 100+ employee category at the 2002 Sage Business Awards, and is a finalist in the 'CRM Business Leader of the Year' category at the 2004 CRM Industry Awards.

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