

## Double awards success for Garlands

Submitted by: Gray Associates

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Garlands Call Centres is celebrating two fantastic industry award wins this month.

At the National Outsourcing Association's annual awards held on Thursday 18th October, Garlands overcame tough competition to scoop the Outsourced Contact Centre Service Provider of the Year award - with the judges stating that Garlands "demonstrated an excellent standard of service across a wide range of clients, adding considerable value to its clients' businesses". The judges also complimented the company on its "commitment to best practice in people, training and workplace environment".

This recognition of Garlands' corporate success follows hard on the heels of a fabulous personal success for Chief Executive Chey Garland. Earlier this month, Chey was named the 'Direct Marketing Business Person of the Year' at the Connect awards, an event hosted by Marketing Direct and Direct Response magazines. One of the judges said of Chey's achievements, "I'm blown away by someone who has had 30 years of trading..... as well as given something back to the community while being the public face of the industry."

"We couldn't be more pleased" said Jim Bainbridge, Commercial Director of Garlands. "It's wonderful news for the business and for Chey - and recognition of the hard work and tremendous achievements of Garlands' people this year."

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About Garlands

Garlands is a leading UK 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, customer lifecycle management and many other back office functions.

Garlands believes that people are the key to delivering superb 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.

The company owns eight prestigious contact centres, three in Hartlepool Marina, one in Middlesbrough town centre and four at Garlands' Contact Centre Village in Stockton. Together with Vodafone, Garlands won top prize in the "Best Work by a Contact Centre" category at the 2006 Marketing Direct SMART awards. In 2007, Garlands won the 'Orange Best Use of Technology in Business' award at the National Business Awards, North East finals.

In December 2006, Garlands was named the UK's second largest inbound contact centre agency by sales turnover in the 2006 Precision Marketing Contact Centre League Tables.

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