

# **As the latest IMRG figures show 3.8m people spent £102m online on Christmas day, Teleperformance, the UK's leading contact centre outsourcer, issues a whitepaper on how ecommerce customer services can maximise sales**

Submitted by: Tina Stanley & Associates

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Teleperformance has today issued a whitepaper with eDigitalResearch, one of the UK's leading providers of digital research. The paper shows the findings of the latest benchmarking study, highlighting the aggressive sales tactics used by online retailers in the lead up to Christmas.

Teleperformance is the world's largest contact centre outsourcer, employing over 88,000 people worldwide. It works with many leading retail brands, helping to maximise their sales and customer retention rates from onshore, nearshore and offshore locations.

"We know from our global experience that many UK high-street retailers are not using the multi-channel marketing techniques that we know are delivering great results. There are many who still do not offer services such as buy online and pick up in store, "click to call" or knowledgeable agent support for customers who do not wish to self-serve," comments Adam Gould, Director of Commercial Sector Services at Teleperformance.

Chris Russell, Director of eDigitalResearch comments "The underlying message that runs through these results is continuing consumer confidence in the online channel which has remained robust throughout the festive period. We expect to see this continue with the online retail channel at the forefront of aggressive sales activity during 2009. No doubt the consumer will continue to respond to these aggressive tactics and search out the bargains."

A copy of the whitepaper is available from Teleperformance on +44117 916 8000 or email [liz.taylor@teleperformance.co.uk](mailto:liz.taylor@teleperformance.co.uk)

## NOTES FOR EDITORS:

About Teleperformance

Photo attached of Adam Gould, Director of Commercial Sector Services at Teleperformance.

Teleperformance is the UK's leading contact centre outsourcer and part of the world's largest outsourcer, the Teleperformance Group. Teleperformance in the UK has a nationwide network, employing over 2500 agents and works with clients including Sainsbury's supermarkets, J D Williams and Volvo Cars UK.

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About eDigitalResearch

eDigitalResearch is a leading provider of digital market research, enabling customers to make critical business decisions with the benefit of comprehensive consumer insight and informed direction.

For further information, please visit: [www.edigitalresearch.com](http://www.edigitalresearch.com)