

UK Call Centre Awarded GamCare Certification Status

Submitted by: GoResponse Ltd

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GoResponse (<http://www.goresponse.co.uk>) is the first UK outsourced call centre to achieve GamCare certification status

- GamCare is the leading authority on the provision of counselling, advice and practical help in addressing the social impact of gambling in the UK.
- GoResponse is a provider of outsourced call centre services (<http://www.goresponse.co.uk>) with specialist expertise in supporting remote gaming operators.
- Through working collaboratively, GamCare has supported GoResponse in providing training and expertise to call centre agents to provide services that help promote responsible gaming for both clients and end users of remote gaming services.

London, 13 February 2009 – GoResponse (<http://www.goresponse.co.uk>), the UK's leading provider of outsourced call centre services to the remote gaming sector is the first centre of its kind to achieve GamCare certified status.

GoResponse (<http://www.goresponse.co.uk>) has centres in the UK and in Spain that provide a wide range of call centre services, 24 hours a day. Clients include Gala Bingo and , Nissan and Robert Dyas and many other household names.

GoResponse (<http://www.goresponse.co.uk>) has over the last five years demonstrated a proven track recording in providing value-added call handling solutions to the remote gaming sector and provide live telephone answering for new registrations, customer services queries, account maintenance and assistance with spending limits or player self exclusion. Indeed GoResponse (<http://www.goresponse.co.uk>) is today a market leader in serving television, mobile phone and internet based gaming services.

By working collaboratively, GamCare and GoResponse (<http://www.goresponse.co.uk>) identified an opportunity provide increased levels of support to both remote gaming organisations and end users. GoResponse call centre agents underwent GamCare's rigorous training and testing programmes to ensure an in-depth knowledge of standards and best practice to ensure responsible gaming.

Mark Kirby, GoResponse (<http://www.goresponse.co.uk>) MD comments "We are delighted to have worked closely with GamCare and it is a great achievement to be the first UK call centre business to be awarded with GamCare certification status. Years of experience of working with clients in this industry has allowed us to grow an invaluable understanding and methodology of working with our gaming clients' own customers to create a unique positive user experience coupled with the comfort of a legacy of competency handling trickier situations that require specific knowledge and training around compliance."

Stella Dalton, Business Development Manager at GamCare Trade Services, adds "Through this collaborative initiative GoResponse (<http://www.goresponse.co.uk>) is demonstrating responsibility for ensuring that its frontline staff are better equipped to identify problem gambling behaviour and underage gamblers, and to

respond appropriately. We are satisfied that they have the knowledge of the legislative framework in which gambling companies operate, together with an understanding of the impacts of problem gambling and sources of help available.”

GoResponse Ltd - Outsourced call centre services

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