

Emergency budget will result in consumers demanding even greater customer service warns outsourcing experts Teleperformance

Submitted by: Tina Stanley & Associates

Monday, 5 July 2010

Reacting to the emergency budget announced on 22nd June, and anticipating the impact on the economy of the spending cuts announced, Teleperformance and other industry experts have called for even better customer service and smarter contact centre solutions to enable organisations to make better use of limited funds to improve customer satisfaction and add disproportionate value to their activities.

Richard Woolhouse, CBI's Head of Tax and Fiscal Policy, commented: "The consumer environment for the next 10 years is very different from that which we have experienced in the last 20 years. Consumer credit is restrained with mortgage approvals half of what they were. This is set to continue, however we do believe this budget allows us to see a recovery albeit a gradual one."

Marcus Hickman, Executive Research Director at the Customer Contact Association (CCA) said: "The spending cuts announced will affect consumer behaviour and brands will need to provide an even greater level of customer service to add value and differentiate themselves in order to grow and gain loyalty."

Jeff Smith, Chief Executive and Chairman of Teleperformance comments: "Saving money does not need to mean reducing your customer service. On the converse, a more intelligent and better focussed contact centre business model that uses better qualified agents along with smarter technology can dramatically increase the value added to businesses, creating more satisfied and more loyal customers. Creating promoters for their brands is the most powerful investment that companies can make at this time."

Earlier this year Teleperformance launched its Teleperformance "Platinum" offering where the customer's environment is reproduced, using consultants to answer complex issues and build strategic relationships to deliver even greater customer service. Last week Teleperformance announced a £25,000 complimentary analysis to companies to see how the Platinum offering can benefit their business. More information can be obtained by calling 08457 300 152 or e-mailing enquiry@teleperformance.co.uk.

NOTES FOR EDITORS

Comments made at Teleperformance's breakfast seminar, 23rd June at The Ritz London, "How government economic policy will impact customer behaviour."

About Teleperformance

Teleperformance is the world's largest contact centre outsourcer. For more information on Teleperformance please visit www.teleperformance.co.uk or contact Tina Stanley, Tina Stanley & Associates PR Tel/fax +44 (0)1491 410250 or Email tina@tinastanleyassoc.com

Photograph of Jeff Smith, CEO and Chairman of Teleperformance attached.

