

# **Outsourced customer contact centre launches 'Digital' division to offer new, measurable and affordable social media management services**

Submitted by: TTA Communications (Bath)

Tuesday, 5 July 2016

---

- Award-winning customer service expertise will underwrite tailored campaigns

Southend, UK, 5th July 2016 – One of Essex's fastest growing businesses, outsourced contact centre Ventrica based in Southend has announced today the launch of sister company, Ventrica Digital (<http://www.ventricadigital.co.uk>). The new business will be dedicated to providing a new type and range of customised and results-driven social management services to UK organisations, from SMEs (Small to Medium sized enterprises) through to large blue chip brands.

Managing Director and founder of Ventrica, Dino Forte commented, "As an outsourced contact centre we are already providing omni-channel customer service for some of the UK's fastest growing businesses and leading global brands but realised there was a gap in the market to provide a more complete and tailored digital service offering that covers everything from responding to customers via digital platforms through to content provision, review moderation and monitoring.

There are plenty of digital agencies out there, but very few come from an award-winning customer services background or have the resources to provide a 24/7 service with the option of multi-lingual\* capabilities. With more and more businesses operating internationally, and more consumers wanting to buy on-line at any time of the day, it is now essential to offer expertise around the clock with response services across all popular media, whether via webchat, social, mobile, email or review moderation. The Ventrica Digital model is perfect for those companies that don't have the specialist expertise or resources in-house, but still want to take advantage of the huge returns of harnessing social media and digital, that if used intelligently, can have a direct and measurable return on investment in the shape of sales, enhanced service levels and customer retention."

74% of organisations plan to use social media to grow their business

According to latest research, 74% of organisations plan to incorporate a social media strategy to grow their business and tap into new customer bases and social media users have risen by 176 Million in the last year.

Manage, monitor, report, grow and increase reach via digital platforms

Ventrica's range of different services are designed to manage, monitor, report, grow and increase reach on all social and digital platforms including Twitter, Facebook, LinkedIn, Instagram, Google+, Tumblr, Pinterest and Vine. These are split into three packages aimed at different budgets and sizes of organisations starting from as little as £750 per month. All campaigns are bespoke to the organisation's specific needs, rather than off-the-shelf.

Key business benefits of using Ventrica Digital

The key business benefits of using Ventrica Digital include:

- Increase brand awareness & market reach

- Generate new business leads through monitoring and engagement
- Open up new markets through ability to communicate with customers on any medium and through a choice of languages
- Grow your customer base and target new customers through strategic growth hacking plans
- Enhance service levels and retention across ALL channels
- Create up-sell opportunities
- Effective crisis management
- Let your customers sell for you by generating positive testimonials and nurturing influencers and brand advocates
- Boost web traffic, conversions and sales
- Keep customers engaged with fresh, regularly updated content
- Improve overall marketing results with joined up approach - integrating social content & social data with Ventrica's CRM, CMS, analytic tech, & social listening platforms
- Update your accounts consistently to protect against security breaches
- Guaranteed quality control and rapid response times

#### About Ventrica and Ventrica Digital

Ventrica is a rapidly expanding business that grew by 70% in 2015 and is on target for 80% growth this financial year. Since it started in 2010, the company has supported some of the most dynamic and well-established brands including Argos, Homebase, McDonald's, Barratt Developments Plc (the UK's largest homebuilder), McCarthy & Stone, UGG Australia, Hawes & Curtis, Agent Provocateur, Vivobarefoot, Mylan Pharmaceutical, and Purplebricks (the UK's fastest growing estate agency business).

Ventrica is now one of the largest employers in Southend and one of the fastest growing businesses in Essex having experienced phenomenal growth over the last 12 months. By August the contact centre will be extended to 340 seats, with plans to double this to 600+ seats in 2017.

In the past 12 months Ventrica has won numerous industry awards and accolades including:

- Winner - UK CCF Awards 2016 (Best Customer Contact Centre - large category)
- Silver winner at the European Contact Centre and Customer Service Awards 2015 (Best outsourcing partnership)
- Winner - Direct Commerce Magazine 2015 (Best outsourcing partnership)
- Finalists CCMA Awards 2016 – Best Team Manager category.
- Finalist at UK CCF awards 2016 - Best Outsourcing Partnership Award 2016

To find out more about Ventrica Digital and its services visit - [www.ventricadigital.co.uk](http://www.ventricadigital.co.uk)

Email: [rosie.wallis@ventricadigital.co.uk](mailto:rosie.wallis@ventricadigital.co.uk)

Tel: +44 (0) 1702 445860

-ends-

\*Ventrica employs English, German, French, Italian, Swedish, Portuguese, Dutch, Spanish and Danish native

speakers

Editor's notes:

About Ventrica Digital:

Established in June 2016, Ventrica Digital is a wholly owned subsidiary of Ventrica Ltd that began in 2010. With over 20 years combined in-house social media expertise, the company is based at the same location as parent company Ventrica in Southend, within its 85 seat Digital Centre, part of the larger 340 seat outsourced customer contact centre. The company's range of different services are designed to create a digital presence for all sizes of companies by managing, monitoring, reporting, growing and increasing reach on all social and digital platforms including Twitter, Facebook, LinkedIn, Instagram, Google+, Tumblr, Pinterest and Vine.

About Ventrica:

Ventrica is an award-winning, outsourced contact centre business that delivers omni-channel and multi-lingual customer service and telemarketing campaigns for blue chip brands. Continual investment in globally leading technology allows Ventrica to provide a truly omni-channel customer experience that encompasses calls, email management, web chat, and social media into one integrated and unified solution.

The company is headquartered in Southend where it operates from spacious, hi-tech and modern offices, placing significant emphasis on the comfort and well-being of its staff. Ventrica shares the same passion about its customers' business as it does for its own and continually strives for quality and consistency of service delivery.

Ventrica has significant experience in eCommerce customer management across an array of industries, including Fashion, Retail, Insurance, Finance, Health, Transport, Construction and Publishing. The Ventrica multilingual team provides communication in a host of different languages including French, Italian, Spanish, German, Dutch, Danish, Swedish and Portuguese.

Press contact : Jane Moores/Sally Minchin, TTA Communications Ltd,  
Tel : 01225 580214 email: jane.moores@ttacomms.co.uk / sally.minchin@ttacomms.co.uk