

Phil Telfer joins Garlands as Sales and Marketing Director

Submitted by: Garlands Call Centres

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Garlands Call Centres is pleased to announce the appointment of Phil Telfer (42) as Sales and Marketing Director. Telfer, a seasoned professional within the outsourced contact centre industry, will be responsible for all aspects of new business, Account Management and marketing.

Telfer is a natural relationship developer at Board level with an excellent track record of achieving high year-on-year growth. Telfer joins Garlands from Ventura where he worked for almost 14 years, firstly in a Planning and Information Management role, then as Client Services Director and latterly as Sales and Marketing Director. Telfer played an instrumental role in developing Ventura from a retail credit business to be the second largest outsourced customer services business in the UK.

Telfer brings excellent communication, negotiation and presentation abilities to Garlands as well as an ability to combine creativity and deal designs with a strong understanding of their commercial impact.

"We are delighted to welcome Phil on board" said Chey Garland, Chief Executive of Garlands Call Centres. "He is joining Garlands at a crucial stage in our growth and I am confident that his skills and experience will help us build significant new relationships - rapidly taking the company to the next stage in its development."

"I am looking forward to working with the Garlands' management team to continue the growth, and work closely with the excellent client base. Garlands offers great value and excellent delivery in the market and I want to build on these strengths to take the business into new sectors and help take the business to the next level" said Phil Telfer.

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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 six prestigious contact centres, three in Hartlepool Marina, one in Middlesbrough town centre and two at Garlands' Contact Centre Village in Stockton. Garlands was named 'North East Company of the Year' at the 2005 National Business Awards. Together with Vodafone, Garlands won top prize in the "Best Work by a Contact Centre" category at the 2006 Marketing Direct SMART awards.

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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