

Garlands announces Overall Sponsorship of 2007 CCF European Call Centre Awards

Submitted by: Garlands Call Centres

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Garlands Call Centres announces today that it will be the Overall Sponsor of the CCF European Call Centre Awards for the fourth consecutive year.

The CCF European Call Centre Awards is a key feature of the Call Centre Expo event to be held at the Birmingham NEC, 26-27 September 2007.

20 categories are covered by the awards from Best Large Call Centre to Best Virtual Call Centre, Best Multimedia Strategy, Corporate Responsibility Award, Contact Centre Manager of the Year and European Call Centre of the Year. A full list of categories and detailed criteria is available at www.callcentrewards.co.uk.

The CCF European Call Centre Awards is the only annual awards event that covers achievements across the entire European call centre industry. Award finalists are due to be announced shortly - and the winners at a black tie dinner on the evening of September 26th at the Hilton Birmingham Metropole.

"We're delighted to be associated again with the CCF European Call Centre of the Year awards" said Chey Garland, Chief Executive of Garlands Call Centres. "The awards continue to showcase the very best in call centre practices across Europe and to highlight the importance our industry places on delivering 'quality' and 'value' to customers. It will be another exciting competition."

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 eight prestigious contact centres, three in Hartlepool Marina, one in Middlesbrough town centre and four 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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