

# Mark Carberry joins Garlands as Operations Director

Submitted by: Garlands Call Centres

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Mark Carberry has joined Garlands Call Centres as Operations Director and a member of the Executive Team.

He will be responsible for developing the company's contact centre operations to deliver higher standards of service excellence and will work with the Executive Team to develop and implement strategies to grow and improve the profitability of the business.

Carberry brings broad sales and service experience of both front and back office operations to Garlands, as well as experience from the mobile telephony, fixed line and broadband, satellite television, banking and drinks industries.

He joins the company from Pipex, where as Director of Sales and Service, he was responsible for Telesales, Customer Service, Resource planning, Customer Relations and Broadband Technical Support operations, working across three sites.

Before joining Pipex, Carberry was Director of Customer Service at Singlepoint, dealing with residential and business customers. Prior to this, Carberry gained telesales, customer service and management information systems experience working in full time and consultancy roles for BSkyB, Barclays and United Distillers.

Carberry holds a BSc (Hons) in Technology and Business Studies from the University of Strathclyde.

"We are delighted to welcome Mark Carberry to Garlands" said Chey Garland, Chief Executive of Garlands Call Centres. "He brings extensive and relevant experience to the company that will be extremely beneficial to us as we look to develop existing client business, seek out new opportunities, and meet key operational challenges."

"I am delighted to be joining Garlands at this interesting stage of their development and am really looking forward to working with the team in this progressive environment" said Mark Carberry, Garlands new Operations Director.

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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 eight prestigious contact centres, three in Hartlepool Marina, one in Middlesbrough town centre and four at Garlands' Contact Centre Village in Stockton. Together with Vodafone, Garlands won top prize in the "Best Work by a Contact Centre" category at the 2006 Marketing Direct SMART awards. In 2007, Garlands won the 'Orange Best Use of Technology in Business' award at the National Business Awards, North East finals.

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.

For further media information, please contact:

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For a picture of Mark Carberry, please click here <http://213.235.8.82/customers/MarkCarberry.jpg>