

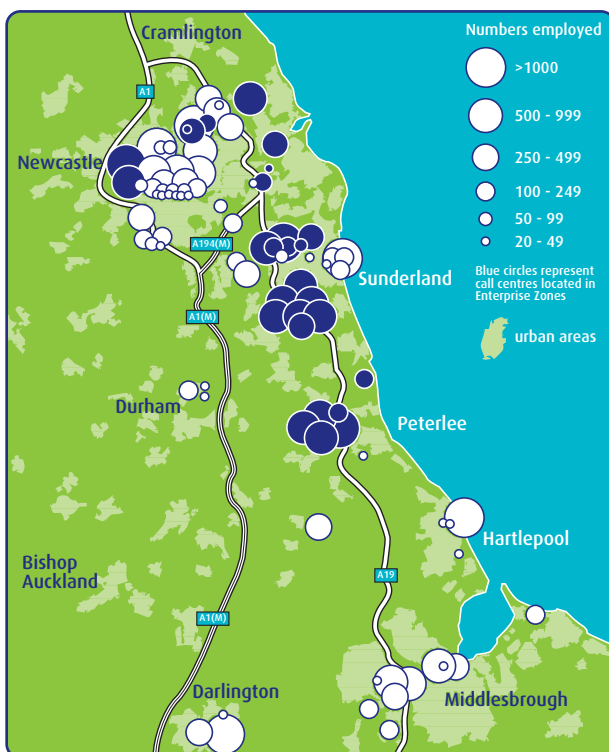


# Contact Centres



## Key Facts and Overview

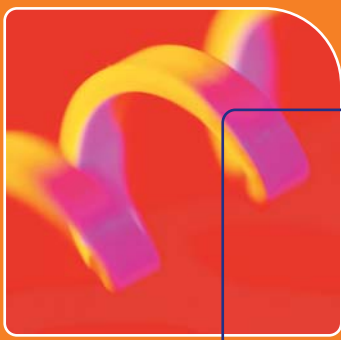
- There are 93 call centre businesses in North East England with more than 20 employees and up to 150 centres in total, employing over 50,000 people. The sector is still experiencing growth with a 14% increase in jobs predicted between 2004 and 2007.
- CJ Garlands is the third largest outsourced contact centre in the UK. Following the decision to contract "Virgin Mobile's" customer service to CJ Garland in Middlesbrough, **Sir Richard Branson**, Chairman of **Virgin** said: "We needed to expand but before we awarded any contracts, we checked out the various areas and **Tees Valley's** friendly, outgoing people won the day - we get great feedback from the people who work in the region. Giving great customer service is vital to us and our service levels have improved substantially since we went 'live' there."
- Key multinational companies such as Convergys and Procter and Gamble have pan-European, multilingual contact centres in the region offering customer services, back office and outsource functions in financial services, IT, pharmaceuticals and communications.
- North East England has the lowest reported rates of staff attrition and unauthorised absence in the UK.
- North East England hosts the headquarters of the European Telecommunications Resilience and Recovery Association (ETR2A) and has data storage centres and recovery facilities.



## North East England Contact Centre Industry

Sector	No	%	No. Employed	% Employed
Financial Services	17	18.3	10,512	30.0
Public Sector	14	15.1	3,339	9.5
IT	5	5.4	1,481	4.2
Printing & Publishing	4	4.3	151	0.4
Outsourced services	11	11.8	5,085	14.5
Other	6	6.5	828	2.4
Telecoms	10	10.8	7,160	20.4
Utilities	7	7.5	2,664	7.6
Travel	15	16.1	2,032	5.8
Retail	4	4.3	1,780	5.1
<b>Total</b>	<b>93</b>	<b>100</b>	<b>35,032</b>	<b>100</b>

(Over 20 employees) Source: CURDS contact centre database



## Industry Support

- Key companies such as **Procter & Gamble, British Airways, BT Convergys, EDS, Orange, Sage, Siemens Business Services, Sage, GE Capita and Spark Response** all find North East England a good investment location for shared services, back-office outsourcing, and/or customer communication work.
- North East England has an integrated regional infrastructure that delivers comprehensive vocational training for contact centres through a network of specialist training facilities and a dedicated North East Contact Centre Academy. A new contact centre operation in North East England may qualify for financial support and assistance, and local recruitment agencies offer specialised services for the contact centre industry.

## Market Access

The Model below demonstrates how all of the expertise and support organisations place North East England in a unique position to support companies in the commercialisation of research and getting new products to market. At the centre of the process is the Investment & Aftercare Team that will sit with you to understand your own individual requirements and come back with a tailored investment solution to include some or all of the elements below. From here in the UK or offices in North America, China, Japan, Korea, Australia, Norway and Germany, the team will help you get your products and services into the market.



## Case Study - OC5

OC5 is an outsource contact centre and fulfilment solutions provider located within the Wilton Site in the Tees Valley in North East England. OC5 is a division of SembCorp Utilities UK Limited ([www.sembutilities.co.uk](http://www.sembutilities.co.uk)), which is a subsidiary of SembCorp Industries who employ about 11,000 people worldwide. The five core services offered by OC5 are: Contact Management, Storage, Stock Management, Distribution and Estates Management. The success of OC5's operation has been recognised through several awards including from the Call Centre Managers Association Awards: **2003 AND 2004 WINNER** - Call Centre Support Manager of the Year; **2004 RUNNER UP** - Training Manager of the Year; **2003 AND 2004 FINALIST** - Call Centre Manager of the Year. SembCorp's expansion into Europe represented a major milestone for both SembUtilities and SembCorp Industries and offers the prospect of future growth in the UK and Europe. OC5 benefits from SembCorp's strategic vision and can thus offer its clients supreme levels of support, infrastructure and financial backing.

## Contact details

To discuss the service further, or to receive an initial response to an investment proposal, please make contact by phone, fax, e-mail or post today.

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