

TELEPERFORMANCE



Teleperformance finds Northern Ireland an ideal business base for fast growth

"Northern Ireland continues to provide Teleperformance with a quality workforce and an infrastructure that has helped to support the rapid growth of our company since our first centre was established in Bangor, County Down in 1997."

Jeff Smith,
Chairman and Chief Executive Officer,
Teleperformance

Teleperformance is one of the world's leading providers of intelligent contact centre solutions. The company has recently established another contact centre in Northern Ireland, in Newry, to support the rapid growth experienced since their first centre was established in Bangor, County Down in 1997.

Teleperformance will employ over 1,300 people within Northern Ireland by 2010 providing expert services to leading private and public sector clients in the United Kingdom.



The Challenge

With a number of new contracts to service, Teleperformance needed to ensure they could continue to be able to deliver high levels of customer service to their growing client base. In addition, they needed to provide the necessary flexibility to take advantage of future opportunities in the market place.

Following a review of its existing operations to see how best to accommodate the growth, Teleperformance opted to develop a new location where it would have access to a pool of talented people.

The Solution

The company's successful experience in Northern Ireland since 1997 encouraged it to look at a number of locations throughout the region. After extensive research, Teleperformance decided that Newry in County Down (near the border with the Republic of Ireland) offered the best possible solution in terms of quality people and high specification property within an overall cost base.

The Benefits

Teleperformance's decision to set up a new 23,000 sq ft contact centre in Newry was influenced by the benefits the company has experienced from its existing centre in Bangor. According to Stephen Morrow, Teleperformance's NI Operations Director, what sets Northern Ireland apart in the contact industry is 'the outstanding quality of people'.

"They have a strong work ethic, can easily relate to callers and have an accent that is very easy to understand. Northern Ireland people find it very easy to establish relationships with callers, giving them the confidence that their call will be dealt with efficiently and meaningfully.

"Another important quality of people here is their determination to get things right each and every time. Consistently low staff attrition rates mean that our customers can count on continuity in terms of product knowledge and experience," he adds.

These qualities have resulted in a strong client retention rate. Many of the company's clients which are serviced from Northern Ireland, such as NHS Blood & Transplant, Sainsbury's Online Groceries and the Identity and Passport Service have been with Teleperformance for many years.

"The Newry centre will ensure we continue to be able to deliver high levels of customer service to our growing client base, whilst, in addition, providing the necessary flexibility to take advantage of future opportunities in the marketplace," Mr Morrow says.



Teleperformance

INTELLIGENT CUSTOMER COMMUNICATION

KEY FACTS

- Teleperformance is the UK's 3rd largest outsourced contact centre provider and part of the Teleperformance Group, the world's 2nd largest outsourced contact centre and CRM provider.
- The company provides outsourced customer service and CRM, customer acquisition and back office solutions.
- Back office services are provided either as stand-alone services, or integrated with CRM and contact centre solutions. These include: fulfilment; print; mailing services; data capture; payment processing; inbound response handling; web services; list broking and management; OCR/ICR scanning.
- The Teleperformance Group, which had a turnover of around £1 billion in 2006, has almost 50,000 computerised workstations, with 60,000 employees across more than 275 contact centres in over 43 countries.
- Teleperformance in the UK currently employs over 2,200 in a nationwide network of contact centres. Locations include Bristol, Ashby De La Zouch, Birmingham as well as Bangor and Newry in Northern Ireland.

