

Contact Centre Solutions

Maximising customer relationships





“I need a contact centre provider who
will treat my clients like their own”

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Welcome to Expolink

Maximising your customer relationships with a service to suit your business needs

At Expolink we understand that your customers are your most valued asset. Their needs are integral to the ongoing success of your business and without their continued loyalty your business would not be where it is today. We know that these requirements can be susceptible to seasonal fluctuations or need to be modified to accommodate the results of a successful campaign. From time to time your business may need a helping hand with meeting this demand for resources, or it may be that you could benefit from more long term assistance with customer management and retention.

An estimated 80% of missed calls to businesses result in customers not calling back. Successful businesses understand that accessibility to their products and services is key to prosperity. We recognise that customers appreciate and are more

responsive to a face-to-face service so our colleagues are trained to infuse their delivery with the humility of a personal meeting. We know that good customer service must always feel as if your agent is dealing directly with your needs, in person.

Since its inception in 1995, Expolink has offered a highly professional and dedicated service to a variety of industries of all sizes and with different requirements. Expolink has grown to become a highly valued partner to global companies and government departments. Expolink began life as an outsourced whistleblowing supplier and went on to incorporate highly successful contact centre and compliance software divisions. With over 200 colleagues, Expolink continues to grow at a rate in excess of 12% each year.

Our commitment and dedication is evident in our 98% customer retention rate and we are proud

of the fact that over 60% of our new business comes from recommendations and referrals. Clients benefit from an extensive range of in-bound services from overflow calls to mail order, confidential help lines, escalation, direct response and fulfilment services. Our outbound services are equally comprehensive, from data cleansing to customer contact management. We work with you from consultation to implementation and throughout the life-cycle of your campaign, ensuring a progressive and personalised partnership.

We understand that it is often not cost effective for companies to facilitate out of hours call handling. Expolink's UK-based contact centres are manned every hour of the day, every day of the year. Clients can opt for our own custom-made call handling technology or our team of IT specialists can arrange the integration of your own software.

We have comprehensive experience of many industry sectors from blue chip companies to charities and pride ourselves in sourcing the right call handlers for long term retention, thus optimising expertise and customer relationships. With Expolink your customers need never get an answer service or engaged tone, but a professional, pro-active and articulate call handler with their interests at heart.

We have put this brochure together to illustrate how **YOUR** company can benefit from our contact centre solutions. We hope that you will find it informative and insightful reading. If you would like to speak to one of our advisors in person, just call 01249 661604 or email contact-centre@expolink.co.uk.

We look forward to hearing from you.

David Crook
Chairman and Founder
Expolink Europe Ltd

Our services



Your campaigns

When working with Expolink you can relax and focus on your business knowing that our professional call handlers are answering all your calls and providing a seamless, efficient and courteous service. Expolink began as a confidential whistleblowing service and continues to employ this level of integrity throughout all future business endeavors, understanding the importance of trust and compliance when outsourcing services.

From one-off ventures to ongoing campaigns, Expolink acts as a seamless extension of your business, complimenting and enhancing your existing systems and services without increasing your own staff levels or office space. Whether it's telephone, e-mail, fax or even mail, we can incorporate it all into one contact centre, giving your customers a unified service and a campaign tailor-made to your company's needs and strategy.

Forward-thinking businesses grow with the times and Expolink consistently embraces new technologies and industry developments from an innovative commercial perspective. We handle 24-hour live telephone

order processing, customer services, up-selling and order building, credit card validation, customer helplines, information and support lines, media responses, donation lines, disaster recovery and much, much more.

Our people

Our people are the very heart of what we do. We are dedicated to recruiting, training and developing a core team, giving you the very best people to work with, precisely when you need them. Expolink understands the importance of call handlers who are engaging and engaged. We provide regular coaching and support, ensuring all calls are tailored to the precise needs of each and every customer.

Our solutions

We strive to exceed your expectations and, to compliment our trusted IT industry software, we pride ourselves on implementing secure, state of the art systems, designed by our own expert team of developers, with you in mind. Our technologies integrate seamlessly with your own or can be set up as a bespoke stand-alone system. We can also manage your fulfilment services with flexibility and to your deadlines.

Benefits to your business

Personal

Bringing professionalism and expertise to every call we take adds value to your business. We regularly coach and appraise our colleagues, encouraging them to think on their feet, use their initiative and listen closely to callers' needs.

Call handling colleagues are trained for specific campaigns and allocated to particular skill groups, to ensure that they have the greatest possible understanding of your business.

Performance management against quality targets ensure that our colleagues have a genuine knowledge of your call handling needs.

Management information is a key part of the process, as are face-to-face debriefings and ongoing performance-development reviews. We can provide you with a dedicated Client Care Representative, who works together with the rest of your team to give you the ultimate service – a true partnership between you and us, with one express aim - meeting and exceeding your expectations.

We never lose sight of the fact that your success is our success. It's a philosophy

that explains why we have a customer retention rate of over 98% and why over 60% of our new business comes from referrals from existing clients.

Professional

Expolink's contact centres can handle over 20,000 calls each day and provide prompt and efficient call handling expertise on a permanent basis, during peak times and out-of-office hours.

We treat our clients' customers as our own creating an excellent rapport. The benefits to your business are apparent from the results and feedback.

Too many businesses invest heavily on internal processes to deal effectively with customer telephone calls, yet put relatively little effort into proactively communicating with customers to address queries and problems before they escalate. Contact centres become swamped with complaints and issues that take time and effort to resolve; customers become irritated at having to wait for the next available operative; important information remains uncollected; business opportunities are lost and hard-earned reputations destroyed in a matter of minutes. **8**



The way we work

Consultation

Expolink recognises that every business operates in a unique way and there is no one-size-fits-all solution. Nor should there be when dealing with one of the most important parts of your business – your customers. This is why we take the time to understand your business, its values and vision. We will work with you to provide a tailor-made contact centre solution that exceeds your customers' expectations and achieves your business goals.



Proposal

Once we understand exactly what you want to achieve, we'll put together a detailed proposal, recommending the service provision that we believe will offer the most efficient and cost effective solution; freeing up your time to deal with the core activities of your business.



Implementation

Partnership is our key word throughout negotiations and is never more important than when it comes to implementation. One of our experienced Client Care Team will work with you to develop an implementation plan that ensures your contact centre solution integrates effortlessly with your business.



Ongoing consultation

All businesses develop and change. Ensuring that you are getting the most from your contact centre is paramount to ensuring that our partnership flourishes. Your Client Care Representative will act as your day-to-day point of contact, to listen and advise you, ensuring that all is going according to plan now and for the future.



Get in touch

If you'd like to know more about the many ways we can help your organisation, please contact us via any of the means below and one of our team will be happy to help.

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