



The UK wants UK based Call Centres

UK Companies locating call centres overseas risk devaluing their brand as a vast majority of adults feel negatively toward this trend.

Recent surveys have revealed that the UK wants UK based call centres. While many organisations have sent their call centres overseas, the surveys reveal that over 90% of people in the UK believe it is important that their calls are handled by a call centre based in the UK.

The research reveals:

- 93% of people believe it is important that their calls are handled by a call centre based in the UK
- 79% of people say they would be less likely to deal with a company that used call centres abroad
- 52% of people say they would change to another provider if they found their main bank or building society had started using a call centre abroad.

More than seven out of 10 adults (74%) prefer call centres in the UK as they believe:

- They get better service
- It's better for the UK economy
- Their calls are answered quickly and efficiently.

Over recent years the number of UK organisations sending their call centres overseas has increased. It's estimated that around 17,000 UK call centre roles in the financial services industry alone are now based abroad.

Dealing with call centres has always been one of the great irritations of trying to contact your bank, insurer - almost any service provider. But since many have relocated abroad, it ranks right up there with the weather and house prices as one of the most popular collective national moans.

Just 4% of people have had a good experience when dealing with a call centre, according to a recent survey by YouGov. Over half of those asked said their biggest gripe was having to contact call centres outside the UK and more than a third admitted to shouting and swearing at agents because they got so frustrated. A lot of people also view the overseas call centres as taking British jobs and don't like it.

The issue has now become such a national bugbear some companies are using their UK-only call centre policy as a marketing tool. Natwest's latest advertising campaign guarantees that customers speak to people in Barnsley or Cardiff, rather than Bombay or Calcutta.

In recent months a number of big British firms have announced they are bringing call centres back to the UK, including Powergen. Esure announced it was doing the same this week, with boss Peter Wood reportedly suggesting the trend for outsourcing is doomed.

This trend has unfortunately made it's way into the Payroll world with at least one major Payroll provider moving their call centre operations overseas in the last 6 months.

If you would prefer your payroll provider to talk to you from the UK, then call CCM now on **01623 622210**, or **contact Simon Lowe: slowe@ccmlpay.com** Alternatively visit **CCM's website: www.ccmlpay.com**