



⇒ **Converso Contact Centres has won the 'Best Call Centre Campaign in the Public Sector, inbound or outbound' in this year's Connect 2008 Awards.** The company was recognised for its work with Westminster Council in providing telephone support for its 'pay by phone' parking service that is estimated to save the council £6m per annum. Director for parking services at Westminster, Alastair Gilchrist, said, "The pay by phone service is a perfect example of how you can use a balanced mix of both technology and human interaction to provide a convenient, fast, popular and extremely cost-effective method for large scale payments."