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Latest appointment at Converso supports drive to attract non-voice BPO business

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Converso Contact Centres announced the appointment of Ben Krempel as Business Development Director. He will be responsible for securing new contracts with medium to large UK companies that are looking to outsource not just traditional call management services, but also non-voice activities such as information & data processing and other fulfilment services.

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Formerly with The Listening Company, Ben (aged 35) who has over 12 years experience of working in the contact centre industry commented, "During the current economic climate, outsourcing is now seen as an appealing option for those that want to lower their risks and reduce their cost base."

"As well as its UK contact centre operation, Converso also has access to global resources that can cost-effectively manage other services on a company's behalf. People still want to speak to people, so the demand for voice will not disappear, but what is happening is that customers are looking for other digital channels by which to communicate such as email, SMS, via the Internet and so on. In turn this creates further demand for processing and associated administration services."

In particular, Converso will be targeting industry sectors such as Financial Services, Retail, Utilities and Public Sector in which the outsourcer already has considerable experience and has the appropriate industry accreditations such as FSA authorisation.

Ben added, "There has been considerable consolidation of outsourcing suppliers over the last 12 months and as a result some of the personal level of service and relationships have been lost. Converso's strength is that it can draw on global resources both in India and South Africa, but still retains the quality of service and professionalism that you might expect from a smaller player in the UK."

Prior to working for The Listening Company, Ben spent two years with Sitel learning the fundamentals of contact centre outsourcing. He currently lives in South West London, is a keen sportsman enjoying Golf, Football and Cricket. He is engaged and plans to get married next year.

About Converso:

Headquartered in Southend, UK, Converso Contact Centres provides outsourced inbound and outbound call handling. The company's well-trained, highly motivated and friendly staff are an all-important first point of contact for its customers and are backed up by a virtual call centre - a sophisticated blend of people skills and advanced computer and telephone integration.

The company services a range of industries including finance, utilities, public sector, manufacturing, leisure, IT & telco, retail and the arts. Converso employs over 250 staff and works for some of the UK's best known Blue Chip companies and government departments.

In 2007, the company was acquired by Usha Martin Group (www.ushamartin.com)

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www.converso.co.uk

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