

## Ukrainian companies consider a possibility to outsource their call center.

### Research by Global Bilgi

In April 2012 in Kyiv there took place another Round Table dedicated to telemarketing «Selling via phone. Practical experience». The organizer of the event was the Ukrainian Call Center Association under the auspices of Global Bilgi and Telecom Design Ukraine companies. Under the same roof the event gathered more than 70 persons, the representatives of such companies as Kyivstar, Alfa Bank, UkrSibBank, Microsoft Ukraine, Viasat etc. The survey made in the course of the Round Table has shown that nowadays more and more companies are considering a possibility to outsource their call center, they started to show more active interest in selling by phone.

For the second time already the Ukrainian Call Center Association gathered at one table the representatives of various market sectors of Ukraine in order to discuss the issues related to sales via phone. For several years already the professionals of the sphere have been asking the same question: «How can a call center be turned from an expenses center into an income center?», the answer to which can be received only through the communication in professional circles, through experience exchange. This explains the success of Round Tables which annually collect more than 70 persons from such spheres as banks, telecom, insurance companies, retail, integrators, companies which offer transporting services etc.

The research made in the course of the first and the second Round Tables has shown, that it was telecom and insurance companies that were more interested in sales by phone and in outsourcing services before. In 2011 these sectors' representatives constituted 15 and 7% of all the participants respectively. In 2012 there were only 8% of the telecom market representatives, and 3% of the insurance market representatives. Instead the banking sector has demonstrated higher activity, as well as the supplier companies and integrators. At this Round Table they constituted 38 and 12% from the overall number, respectively. Thus 86% of the participants answered the question «Would you outsource your call center?» negatively. It can be the evidence of only one thing – now the Ukrainian market is at the critical stage: more and more often the companies think about outsourcing of their call center, but due to the policies of confidentiality and safety can not do this as of now.

Global Bilgi Company at the Round Table was represented by the CEO Valeriy Svetlov and the Director of the Department of commercial projects and marketing Irina Okishor-Lazareva. In his report Valeriy told how a person thinks in the course of selling, giving the example of some Nobel prize winners' works, shared with the audience the script of selling via phone with the usage of irrational misbeliefs which was successfully used for one of the company's projects. In the report «An operator-telemarketer's life cycle» Irina told how much the operator «lives» on the projects devoted to telemarketing and what needs to be done not to lose an operator during the period of his/her effectiveness decline.

Other speakers in their reports also mentioned the importance of the usage of Internet network as one of the channels of communication of the company with its clients, focusing on reactive sales which a client calls the call center him/herself, the staff's motivation to reach the set goals and implement plans.

«Telemarketing is a new channel of sales which is gaining more and more popularity nowadays. But this channel requires certain skills and certain technical infrastructure. Nowadays more and more companies are planning to start using this sales channel either independently or with the help of an outsourcing call center», Valeriy Svetlov mentioned.

### Information about Global Bilgi Company

Global Bilgi is an outsourcing call center. The company is a part of Turkcell Group, the annual financial turnover of which is 6 billion USD. Our staff is formed by more than 10000 employees working in three countries – Ukraine, Turkey and Belarus. In terms of size Global Bilgi is among the top 5% among the outsourcing call centers of the countries of Europe, Middle East and Asia.

In Ukraine the company started its activity in October 2008, and as of now the number of its employees exceeds 700 persons. The call centers of Global Bilgi are located in four cities – Kyiv, Dnipropetrovsk, Sumy and Kharkiv. The company also has eleven call centers in Turkey and Belarus. The first client of Global Bilgi in Ukraine become life:) mobile communication operator in December, 2008.

Additional information about the company can be found at the site: [www.globalbilgi.com.ua](http://www.globalbilgi.com.ua)