

## **Call center is the main point of contact between a company and its clients**

In February 2012 in Kyiv there took place the conference «**Call Centers- the best practices**». The program of the event touched upon the Ukrainian call center market, internal processes of the call centers: starting with technological solutions and finishing with personnel management. The conference was visited by more than 200 persons among whom there were the representatives of such companies as Kyivstar, MTC Ukraine, Ukrtelecom, Viasat, Yota, Global Bilgi etc.

But what is a contact center? How can these two words bring together so many people – top managers of large companies? A call center is the main communication point, a center of contact of a company with its clients, while the call center employees – operators – form people's impression both about the product and about the brand itself. Therefore nowadays a lot of attention is given to call centers and the quality of the service provided to the clients by the operators.

It was this that Valeriy Svetlov, CEO of the outsourcing contact center of Global Bilgi, one of the clients of which is life :) mobile communication operator - talked about at the last conference. Valeriy shared the results of the research made by Global Bilgi, which have demonstrated that the most important thing for the subscribers was the operators' desire to help them, their politeness and friendliness, THE WAY an operator talks – and of second importance is WHAT he/she talks.

«We are living in the era of emotions. Nowadays, when making a decision about purchase making, the consumers are guided more by emotional factors than rational ones. Emotional, friendly servicing of clients via the call center is a ticket to success for a company», Valeriy Svetlov noted.

### **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)