

This history of successful outsourcing of the call center

On October 4, 2012, in Kyiv there will be held the conference “Best practices of client servicing”. It has been bringing together for the second year in a row the call center sphere professionals in order to discuss the current state of the Ukrainian market, innovations in client servicing, to share the successful experience of sales by phone. Among the reporters there are representatives of such companies as Kyivstar, MTC Ukraine, Platinum Bank, Volya, Global Bilgi etc. Within the limits of the conference the International call centre Global Bilgi together with the Russian Internet provider Yota will share the mutual project organization history with the audience.

About a year ago the Ukrainian Call Center Association (UCCA) organized the first conference “Best practices of client servicing”. It was visited by more than 170 persons, 70% of which were directly related to the call center sphere. The results of the survey conducted in the course of the event, have demonstrated that the market has a need to organize such events. That is why in July 2012 UCCA opened the registration for the second conference. Within only a month there was registered about 200 persons, because this time the program became even more interesting, and the speakers’ reports concerned the issues related to client servicing.

Global Bilgi Company together with a large Russian Internet provider Yota this time decided to share its practical case with the audience – the example of a successful project related to outsourcing of the internal call center. The project manager of Global Bilgi Karina Bondarenko and the Head of Yota call centre Nadezhda Karellova will explain how they managed to combine the work of the outsourcing call center and the internal call center, and to maintain stable operation of the mutual project at a high client servicing level during 7 months. The reporters will give an example of tasks faced by each team, the ways to implement them, will share the results of such experiment. The speech of Karina and Nadezhda will show that to organize an inbound line of a large Russian Internet provider in a very short time is not only realistic but also effective – if the right partner is chosen.

Global Bilgi CEO Valeriy Svetlov will introduce a practical case related to another successful project, in which he will tell about effective selling by phone on cold bases. This practical case has received a bronze medal at the contest of EMEA region call centers «2012 Top Ranking Performers» - which is the demonstration of the fact that International experience, corporate culture and irrational approach to project organization can increase the sales volumes 10-fold, and make each agent’s work effectiveness more than 2 times higher.

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