

Three medal places of Global Bilgi at the International contest call center contest

In June in London there was held the contest «2012 Top Ranking Performers» among the call centers of Europe, Middle East and Africa. More than 1,500 of works were submitted for the contest. About 120 of finalists were chosen, who came to London to present their call center. One of the participants was the International outsourcing call center Global Bilgi, which works in several countries, including Ukraine.

Global Bilgi Company participated in three nominations and occupied medal places in all of them:

- In the nomination "The best outsourcing partner" Global Bilgi received a golden medal, having reported about an interesting project with the Ministry of Labor and Social Policy in Turkey.
In the nomination "The best self-serving system" Global Bilgi also received a golden medal, having talked about the introduction of a voice menu with the voice recognition function.
- In the nomination "The best sales campaign" Global Bilgi was awarded a bronze medal and the third place. In this nomination there was presented a project implemented in Ukraine together with a partner.

At the contest «2012 Top Ranking Performers» the leading top managers of the sphere of both internal and outsourcing call centres shared their experience and successful practices. In their reports it is possible to single out 3 main directions which are steadily becoming topical:

- 1) Nowadays the largest call centers devote a lot of attention to comfortable workplaces in office, because any company's success depends on its human resources which are the main driving force for the development of its business.
- 2) Many call centers start social programs. Turkcell Global Bilgi representative Akin Akalin told the audience in his report about the start of the project for physically challenged people. The essence of this project is providing people who suffer from impaired hearing and visual deficiencies, with workplaces; thanks to the advanced technologies such people can work as a pair at one workplace, complementing each other.
- 3) Rapid development of the call center market demands a lot of workplaces. In connection with this there started to actively develop such projects as "Home-based agent" which allow people to work without leaving home. In the case of having a computer which corresponds to the requirements, "home-based" agents can provide clients with service at the same high level as agents in offices do, having thus a full access to the call center programs and internal information databases.

Global Bilgi Ukraine Company took part in the contest in one of the most prestigious nominations "The best sales campaign". The world market tendencies demonstrate that nowadays telemarketing services are the most demanded. Call centers strive to make the process of selling by phone perfect. In this nomination there participated such companies as 4LifeDirect, O'keeffe & Swartz, Adelina, Avea, which told about their projects. Global Bilgi Company was not an exception. The CEO, Valeriy Svetlov, reported about the work of one of telemarketing projects in which only the best world practices are used, as well as about own developments. Valeriy shared the successful experience of selling satellite TV via phone to the dwellers of our country.

"We participated in the International call center contest because of two reasons: firstly, we try to always learn new international practices in the call centers sphere and to bring this experience to Ukraine; secondly, we wanted to compare our practices and approaches with the best world practices. The fact that in all nominations we have won medal places, testifies to the high level of our call center organization", said Valeriy Svetlov.

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