

Global Bilgi is a partner and a participant of the Forum «Telemarketing and sales at call centers»

On November 30, 2012, in Moscow there will be held the Forum «Telemarketing and sales at call centers». The first event on the CIS countries territory is organized by the Community of professionals Call Center Guru together with and under the auspice of the National Association and Guild of Call Center Managers (Russia). The Forum's partner will be Global Bilgi Company, a representative of which will make a report based on a practical case which has won a bronze medal in the competition of EMEA region call centers «2012 Top Ranking Performers» .

This event will offer a rare possibility to meet under the same roof with all the leading experts from internal, corporate and outsourcing call centers of the CIS countries. During one day only the Forum participants will have a possibility to learn about the experience of effective phone sales from professionals' own lips. Among the report makers there are also the representatives of such companies as Ukrsibbank, Swedbank, OTTO, Global Bilgi, Glavkom, Teleopti etc.

From Global Bilgi Company which has become the Forum partner, with the report «The experience of implementing of an effective telesales campaign devoted to cold base» will make a speech the Company CEO Valeriy Svetlov. This practical case at the contest of EMEA region call centers «2012 Top Ranking Performers» won a bronze medal, showing that international experience, corporate culture and irrational approach to projects organization can increase a call center's sales volumes 10-fold and make the effectiveness of each agent's work more than 2 times higher.

«Under the condition of correct organization phone can be an efficient sales channel. For example, we collaborate with several companies, monthly volumes of sales for which are measured in millions. In Europe and the US telemarketing is used for selling of many goods, and many companies' business models are based on sales via phone. In Russia and Ukraine sales by phone only start developing, but the companies which began using them, are increasing their sales volume significantly» 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