

***total
support***



PROLOG connect





total support



prolog connect contact centre solutions

capacity

scalability

flexibility

integration



Prolog Connect leads the way in innovative contact centre services in Britain today. Whether your customers want to communicate by telephone, fax, email, SMS or white mail, we have the complete integrated solutions.

Prolog Connect is your true outsourcing partner, able to understand your business and to use our own wide experience and advanced technology to help you plan. We believe in a customer driven business philosophy because we know the value of custom.

Our clients entrust their brands to our care because we have the experience, the infrastructure and the track record – a company in the 'Premier League'. From high level CRM

and brand loyalty to routine customer contact, Prolog Connect is the voice of our clients in promoting their brands to customers.

With a can-do attitude underpinned by Industry Standard quality processes, we can meet the needs of businesses large and small. Our robust systems lend themselves to highly adaptable, highly scalable services which offer far more than just simple call centre scripting. With capacity for over 1000 web-enabled contact centre positions across the Midlands and South East of England we can grow with our clients and provide inherent resilience for the most demanding applications.

You'll also discover with Prolog a totally integrated marketing support portfolio... Fulfilment and distribution services, mailing, consultancy, creative realisation and much besides. In short, everything that today's marketers, brand managers or e-entrepreneurs need to grow their businesses.

total support

dedicated/non-dedicated operator facilities

automated call handling

full multi-channel service centre integration

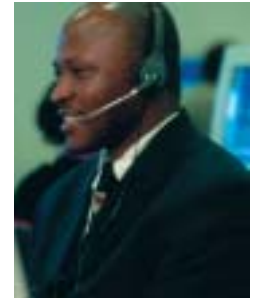
Internet and e-enablement



complete

contact centre solutions

capacity scalability flexibility integration



skilled agents

connect with customers

capacity scalability flexibility integration

people talk best with **people who care**

At **Prolog Connect** we believe the human element is more important than any systems-driven solution. We know that people respond when speaking to people like themselves, so by matching the right agents with the right callers we help increase sales, improve customer satisfaction and enhance loyalty.

By being selective with technology and rejecting 'hide behind' multiple voicemail menus, we have preserved the human touch, giving our agents the tools they need to deal with the widest range of queries at first point of contact.

Prolog people are more experienced, more mature and better trained than other UK or international contact centre agents, and this comes across in each and every contact.

Quality begins with recruitment. Prolog has chosen to bypass agencies and we directly recruit the vast majority of our staff. By careful selection of interested, persuasive and professional individuals and by giving rigorous in-house training – often in conjunction with

clients – we hone our agents in product knowledge, sound communications skills and the ability to listen.

Schooled to recognise the opportunities of contact, they have the skills and systems support to go beyond the brief, maximising the opportunity that every contact represents.

Consistent delivery for our clients requires stability in the teams providing the service. Prolog Connect sets out to offer career opportunities, not just jobs. From the quality of our NVQ training through incentivisation in the working environment, we daily demonstrate our commitment to our clients through our commitment to our own people.

total support

NVQ trained agents

cross training flexibility

performance assessment

In-house recruitment

multi-site resilience





robust systems

keyed to your needs

capacity scalability flexibility integration





sound IT... fundamental facilitator of CRM

Prolog Connect believes that technology is only there to support the point of contact and to help clients understand and manage their businesses. Automated call handling, CTI-enablement, skills-based routing, contact history and transactional systems... They are all important but only in improving the quality of contact. They must be fast, reliable, easy to use, provide comprehensive information and the best possible management reporting.

Prolog's IT capability is among the most robust, scalable and resilient anywhere. A total service backed by order and payment processing, data management, performance monitoring, MIS reporting and business intelligence systems – everything expected of a world-class, integrated contact centre operation.

Our telephony is powered by an infinitely upgradable Meridian 81 ACD, and Symposium call management provides its agility – impressive performance based on rugged, reliable technologies.

From simple data capture to full-blown CRM campaigns, we empower our agents by putting the right information at their fingertips: If a customer has contacted us our agents know about it; if they want to place an order we can check its availability and process the payment. With company-wide duplicated datalinks, network triangulation, mirrored systems and automatic fail-over our resilience and disaster recovery protection safeguards all aspects of an operation.

t o t a l s u p p o r t

dynamic agent assignment

skills-based routing

CRM-enablement

blended points of contact

fast, bespoke systems set-up

business intelligence tools

your business in safe hands

What makes **Prolog Connect** clients happy is what we can bring to the partnership: Industry-leading recruitment, quality training, innovative, flexible solutions, robust IT and the ability to provide security against virtually any contingency.

Utilities, international airlines, major Government departments, telecoms companies, catalogue businesses and manufacturers all enjoy financial reward and peace of mind, thanks to Prolog's experience and proven technology.

Managing peaks

Thanks to our huge capacity, Prolog Connect can absorb even the biggest or most unexpected surges in demand. Our agents are experienced in handling seasonal or campaign-driven peaks when orders can double or triple.

Providing contingency

Our large teams of skilled agents can be deployed very quickly on your behalf. and to help you through a crisis Prolog Connect can be hosting most telephone-based activities within hours.



total support





contingency cover

whatever the crisis

capacity scalability flexibility integration



a partnership

across the board

capacity scalability flexibility integration



sales support to loyalty retention

Generating leads, winning custom

We help build your business by keeping the customers you have and winning new ones. Our skilled advisors make the case for a meeting, book appointments and screen and qualify leads. Then we make that crucial first impression when taking customer details, allocating customer numbers, distributing welcome packs and even fulfilling first orders.

Maximising sales

The next step is to develop your customer base to the full, and **Prolog Connect** agents are skilled in questioning, matching products to needs and selling. We use our experience to increase order values because we believe in order-building not just order-taking.

Building loyalty

Prolog Connect understands the value of customer loyalty. Our agents build rapport, not

least by guaranteeing fast response to all orders and requests and across all methods of communication. We manage some of the largest loyalty schemes in the country, providing professional and caring service to the world's most discriminating customers.

Enhancing customer satisfaction

Prolog Connect's agents have been providing the highest levels of customer service for 20 years. We school all our agents in specialist skills, and many go on to complete NVQ training to be the best at what they do. Our expertise will complement your own in-house resources seamlessly through a flexible telecommunications and IT infrastructure that can transfer data or link directly to your systems.

total support



Prolog Connect is the supplier of choice for bespoke telephone marketing and customer service in the UK today. With huge capacity, unrivalled infrastructure and technology and hand-picked agents, we offer the complete contact centre solution, but there's a lot more to the story than that...

At Prolog our clients have access to a totally integrated marketing services and supply logistics portfolio... Vast storage, distribution and fulfilment capacity on tap; bulk collation and packing, mailing services, database management, data-driven marketing, creative realisation, print on demand and a lot more besides.

Through sister divisions **Prolog Marketing** and **Prolog Logistics**, our clients have an open door to all their marketing and promotional support needs, everything under one roof that today's marketers, brand managers or e-entrepreneurs need to build and grow their businesses and retain the loyalty of customers.

By choosing Prolog Connect, you gain the support of a total-service marketing partner. And when you start to consider the advantages of just one point of accountability, this adds up to a pretty unique package!

Please ask for our separate divisional brochures today.

Prolog Connect

Prolog Marketing

Prolog Logistics

a world of integrated services







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