

# news...

## Nissan-Prolog Partnership Scoops CCA Customer Service Award

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For immediate release

Contact centre services provider Prolog and client Nissan Motor (GB) Ltd have been named winners of the Contact Centre Association (CCA) Best Outsourcing Partnership Award of 2009.

Within hours of the presentation, Nissan Managing Director, Paul Willcox, praised his West London based outsourced customer and dealership service team:

“Over the 18 months Prolog and Nissan have been partners, we have achieved our highest ever Customer Satisfaction Index,” he said.

“This award, and our partnership with such a high-calibre operator, demonstrates that Nissan are extremely serious in our efforts to become automotive No.1 for customer service. It is a very well deserved recognition of quality performance by the Prolog team.”

Speaking after receiving the trophy from Sandi Toksvig at the CCA Gala Awards Dinner in Edinburgh on November 4th, Prolog Account Director Lyndsay Meldrum, enthused:

“This award is fantastic for Prolog and for Nissan. From day-one of our partnership we have all worked together to ensure our team is immersed in Nissan’s brand values and customer ethos.

“It is hugely gratifying that the judges in their citation commented on our passion and commitment to our client. The CCA has recognised the strength of our relationship and the trust which both companies place in each other.”

Lyndsay added: “I am extremely proud of my team and everything they have achieved so far. They thoroughly deserve this accolade.”

More follows.../

CCA Chief Executive Anne Marie Forsyth commented: “There is a growing awareness of the critical role played by customer contact staff in retaining customer loyalty and trust. The economic climate has tested customer relationships as never before.”

She continued: “We congratulate all our award winners, who have shown unwavering commitment to delivering world class customer service, often in challenging circumstances.”

Earlier this year Prolog was awarded the CCA Global Standard, becoming one of only ten independent outsourcers to hold this coveted accreditation.

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Images overleaf



Prolog Account Director Lyndsay Meldrum (centre) receives the trophy for the Best Outsourcing Partnership at the CCA Gala Awards Dinner in Edinburgh. Pictured with her are Sandi Toskvig, who compered the evening, and Nicola Collister from Shop Direct, a member of the CCA Industry Council. Prolog's client, Nissan Motor (GB) Ltd., afterwards described the award as a "true reflection that Prolog recognises that quality comes from a close and tight relationship with the brand."



A packed audience of delegates and guests at the CCA Excellence Awards Dinner on November 4, 2009. The two-day convention in Edinburgh attracted more than 500 participants from the public and private sectors to debate ways to accelerate improvements in contact centre operations.

## Notes for editors

**Prolog Connect** leads the way in outsourced contact centre services in the UK today, offering huge capacity, highly trained and motivated agents, full multi-channel service integration and internet e-enablement.

The company has built its reputation by being selective with technology and rejecting 'hide behind' multiple voicemail menus that alienate customers. Through groundbreaking research into matching caller and agent profiles, **Prolog Connect** has shown the importance of the human touch in building caller empathy – a crucial factor in customer satisfaction and brand loyalty development.

As part of its people-based approach, **Prolog Connect** places great emphasis on training, ensuring that all its agents not only have highly developed communications skills but also the product knowledge to deal with the widest range of queries at the first point of contact.

**Prolog** has more than 25 years' experience in marketing services and communications, employing more than 900 people at its expanding facilities in East Anglia, the East Midlands, Merseyside and London.

Organised into three separate divisions that specialise respectively in marketing services, contact centres and supply chain logistics, **Prolog** is the only major player able to offer total integrated solutions – everything that marketers or brand managers need under one roof.