



## CLIENT SUCCESS STORY

# The Sun

### The Brief

We had already been working with The Sun for almost 25 years when they asked us to manage all of their customer enquiries through a dedicated contact centre in 2013. The client wanted us to act as a full brand extension and deliver their customer services in a way that reflected their company culture and values. The primary goals were to increase customer satisfaction and reduce waiting times.

### Our Solutions

In response to the brief we created a dedicated and fully branded 30 seat contact centre, which delivers cost-effective call handling, live chat, email and social media services through our highly trained and skilled operators. Our highly flexible centre has scalable capacity to manage activity peaks and has successfully met and exceeded the client's objectives and expectations every year since its launch.

## OVERVIEW

- > Dedicated 30 seat contact centre
- > Full brand extension
- > Scalable capacity for activity spikes
- > Customer services
- > Omni-Channel communication



15,000+  
live chats per month



2,500+  
calls per month



8,000+  
emails per month



*GFM ClearComms has consistently gone above and beyond its duty to deliver the highest quality contact centre services to our readership for over 30 years.*



CMO  
The Sun