



For Immediate release

21 February 2007

HOME AT THE HEART OF UCMS LAUNCH

New division provides lower risk alternative to offshore sourcing

As the offshoring phenomena continues to create debate in the media, with as many companies bringing processes and services back on shore as are venturing outside our borders, United Customer Management Solutions (UCMS) has launched a new division to provide viable alternatives based in Australia.

The launch of UCMSremote yesterday heralds a new chapter for the organisation, taking its longstanding expertise in contact centre management out into the field and establishing a network of highly skilled, home based agents.

Key Points

- UCMSremote model will provide relief during skills drought.
- Ensures business can continue to diversify and innovate on service methods.
- Mitigates risk factors sometimes associated with offshoring.
- Offers ability for enterprise to engage more closely with growing IPro sector.

First users of the service are already live, with the company initially providing inbound customer service support to customers using metropolitan Melbourne home based agents. Plans are in place to roll out the model nationally over the next 12 months, to incorporate home based agents, Australia wide.

For companies considering heading offshore for contact centre services, using home based agents is simply a better alternative, says Executive General Manager for UCMSremote, Mr. David Barnes. He believes the total associated costs of offshoring are generally not well calculated by companies that make the move.

"It's a recurring theme. Companies typically head offshore for contact centre and administration support services in order to reduce the cost of labour but too often the planning and consideration of how to best culturally align their service branding requirements with offshore service providers is incomplete. Within two years, companies are heading back home again because the subsequent reduction in customer satisfaction levels, attrition and impact on brand perception simply out weigh the initial savings," said Mr. Barnes.

"That said, offshoring is here to stay, it's a global reality and there are many organisations outside Australia that are serving Australian clients today. However where the front line service culture of a brand simply can not support the offshore risk or when there simply is not the time to source and establish agreements with offshore providers, using home based agents is a fantastic alternative," he said.

Mr. Barnes points to lower pricing, less agent attrition, high rates of agent satisfaction, the ability to appropriately culturally align service and brand and rapid ramp up capacity are just some of the benefits to businesses using home based agents.

He further identifies the potential of the UCMSremote model to solve some of the challenges faced in the market at the moment during a tight squeeze on human resource.

“The UCMSremote model we now offer provides our client base with the ability to further diversify and innovate upon the methods through which they service their market. Ultimately, it will mean they can source the best possible agents from anywhere in the country and not be constrained by the local availability of talent.”

This is important, says Mr. Barnes, because in the currently strong economy an increasing number of skilled knowledge workers are choosing to leave the corporate and public sectors in favour of becoming Independent Professionals (IPros), contracting their skills into the market.

UCMSremote has tapped into this trend to find a rich vein of human resource and engaged with the growing IPro sector within its home based agent model.

“By blending Independent Professionals into our agent skills mix, we gain another distinct point of advantage, because it allows us to maintain operational overheads and reduce other factors such as on-costs and facilities costs whilst engaging with a highly motivated sector of the workforce. We pass on the savings to our customers and they continue to receive the benefit of having intelligent, highly experienced professional agents managing their customer service and campaign requirements,” explains Mr. Barnes.

- ENDS -

For media enquiries and further information please contact:

Samantha Marks or Effie Siu

Ph: 02 9967 9399

E: sam@mcgregors.com.au

E: effie@mcgregors.com.au

About UCMS

Founded in 1995, UCMS was established to provide Telstra with contact centre services to support mobile telephony customers and dealers, whilst its subsidiary Martin Dawes Telecommunications was engaged to service Vodafone mobility customers and dealers.

Since inception, UCMS has pioneered the outsourced contact centre services market, creating the standards against which Australian customer satisfaction is benchmarked and providing innovative products, services and solutions for Australian business.

Today, UCMS offers capacity over 1,700 seats strong and provides services across the complete breadth of enterprise contact centre customer interaction through a federation of unique businesses including:

- UCMSconnect for Telco Customer Services
- UCMSenterprise for Specialised Industry Services
- UCMScampaign for Information and Promotional Services
- UCMSpartnership for Public Sector Services
- UCMSremote for Home Based Transaction Services
- UCMSacademy for Training services
- UCMSrecruit for Employment Services
- UCMSsolutions for Contact Centre Infrastructure Services