



22 July 08

'Going Green'

beCogent was founded in 1999 in response to the rapid expansion of the multi-billion pound call centre sector and has grown organically to become one of the UK's leading providers of outsourced customer contact services.

The company has developed a portfolio of high-profile clients that includes Argos, Virgin Media, J D Williams, John Lewis Direct, Traveline Scotland, House of Fraser, Fortnum & Mason and the National Australia Bank Group.

beCogent takes its environmental responsibilities very seriously and recently introduced blogs on one of its projects to combat the overuse of paper. These blogs are used instead of normal print outs to keep agents up-to-date with any changes to processes, updates from the client and to keep staff informed of daily business within the contact centre.

Agents also use this page as a link to their missing parcel and missing returns forms, preventing extra paperwork and allowing the whole 'whitemail process' to be paper free.

Since the launch, the company has seen a vast reduction in paper and printouts being used on the project. An additional benefit on top of saving paper is that weekend and evening agents are kept up-to-date easier as paper copies of briefs can be lost but with the portal the agents can go in and check on updates that have been added. It also helps agents keep up after they have been off on holiday.

Going forward, beCogent will be using the system more to add training notes and PDF files that agents can refer to for refresher training or to help during more difficult calls.

beCogent's Kilmarnock site is also working towards improving its environmental efficiency. The site has converted its printers to print double-sided documents and since the introduction of the scheme, in May, paper usage has been reduced by an average of more than 30% per month – saving trees as well as money. In May, beCogent saved three trees and in June the company saved 5.5 trees by cutting back on paper.

David McCallum, facilities manager at beCogent, said: "As a large company we are highly committed to 'going green'. We have a responsibility and duty to our staff and the environment we live and work in and want to protect it for future generations. If each person does their bit and aims to reduce and recycle the amount of waste they produce then everyone benefits.

"Our policy of introducing blogs for staff to get their information and updates is proving to be a huge success – we are saving a great deal of paper and communication is benefiting too! Everyone is taking to using the new system very well and we have had much positive feedback from staff.

"We are hoping to roll out the blog system across the board to all our staff as soon as possible. Every small action contributes to helping the environment and if staff also recycle their cans and plastic bottles they are helping even more towards the environment."

Ends.

Issued by Beattie Communications (www.beattiegroupp.com) on behalf of beCogent



For further information please contact:
Susanne Grant 01698 787859 or susanne.grant@beattiegroun.com