



25 March 2009

beCogent Raise £4384 for Red Nose Day!

Big hearted volunteers from all areas and departments in beCogent came together to fundraise and take pledges from the public for Red Nose Day 09. Board Directors, Department Heads, along with HR, Training and IT professionals helped out on the phones next to the expert agents and even some beCogent clients joined in the fun!

Scottish based outsourcer beCogent volunteered 2 of their 4 sites in Airdrie and Glasgow to take calls on Friday 13th March. More than 200 staff helped out on the night and volunteers took more than 2610 calls and £80,000 in pledges.

Along with taking calls, beCogent staff also did lots of fun things in the run up to and on the day itself, including all staff coming into work wearing as much red as possible; Red Nose treasure hunt; Red Nose funny quiz; Space hopper & pogo stick races; Fun bun run; Children's party games; Auctions and raffles; Early Learning Centre toy sale; The press-up challenge; Cake & candy stall; Cold bean eating contest with a cocktail stick; and sports day with the Wii.

From all these activities staff from all sites managed to raise more than £4300, which is the largest amount beCogent has ever raised for Red Nose Day!

Edna McElroy, Corporate Social Responsibility Coordinator at beCogent said, "beCogent believes strongly in investing in the community both locally and internationally as this helps not only beneficiaries but our staff and the Company as well.

We would like to say a massive thank you to all businesses who donated prizes to the auctions and helped to raise as much for this worthwhile cause; every penny really does help to change lives across the UK and Africa."

Ends

Notes to Editors:

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

The Company, which turns over in excess of £40m, has developed a portfolio of high-profile clients that includes Virgin Media, J D Williams, John Lewis Direct, Traveline Scotland, House of Fraser, Fortnum & Mason and the National Australia Bank Group.

beCogent has significantly increased its workforce in the last 3 years, taking the total number of staff across all sites to circa 2,500.

Press Release

Despite its rapid growth, beCogent – which operates contact centres in Airdrie, Kilmarnock, Erskine, and Glasgow continues to focus on development and engagement of its people resulting in a high-end customer service offering to its clients.

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For further information please contact:

Valerie Weir

Tel: 01236 628121

Fax: 01236 628101

Email: Valerie.Weir@becogent.com

Press Release