



30 March 2010

beCogent Raise £2850 for Sport Relief!

It was red sports socks and a Fame theme for staff at beCogent who got well and truly into the spirit of things to raise money for BBC's Sport Relief on Friday 19th March.

This is the second year agents, managers, support staff and Company Directors came together to raise funds for the cause, along with volunteering their time until midnight to take pledges from the public.

Staff at Scottish based outsourcer beCogent spent the day fundraising by doing various activities such as coming into work wearing red sports gear, selling Sport Relief t-shirts, bake sales, raffles, Wii games tournament and the cycle challenge to Paris - on an exercise bike, not on a real one!

From all these activities staff from all four beCogent sites managed to raise more than £2850, which will help to change lives across the UK and Africa.

More than 100 beCogent staff also manned the phones at the firms Airdrie headquarters from six o'clock until midnight and took an amazing £74,000 worth of pledges, while enjoying lots of free food and drink, kindly donated by local companies.

Edna McElroy, Corporate Social Responsibility Coordinator at beCogent said, "beCogent is proud to confirm its belief in helping the community both locally and internationally with the active co-operation of its members of staff.

"We would like to send our grateful thanks to all the businesses for prizes donated, so that funds, and more especially awareness, could be raised for those in need here in the UK and in the developing world."

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.

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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