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## **MSP Visits Award Winning Contact Centre**

MSP for the Central Scotland region, Hugh O'Donnell, paid a visit to leading Scottish based contact centre beCogent this week to find out more about their award winning corporate social responsibility (CSR) strategy.

In August this year beCogent fended off six other companies, including big names such as Vodafone and HBOS to scoop the CCF European Call Centre Award for corporate responsibility. Their impressive CSR strategy includes a Healthy Working Lives initiative along with four community based projects from their sites in Airdrie, Erskine, Glasgow and Kilmarnock.

O'Donnell stated, "I was delighted to have the opportunity to visit beCogent recently and to meet some of the team. Their enthusiasm for the aims of the EASY project and the commitment of staff who volunteer their time to act as mentors for the young people is inspiring. I have no doubt their Social Responsibility Award is well-deserved, many congratulations to all involved."

The EASY (East Ayrshire Strategy for Youth) project, which attracted O'Donnell to visit the centre, has been receiving help from staff at the Kilmarnock centre for over three years and is designed to help young people who have left formal education without being ready for work. beCogent volunteers meet with teenagers between the ages of 16-18, once a week, to help them with life skills, confidence building and job and interview skills.

Bob Greer, Skills Development and Employability Manager for East Ayrshire Council said, "The partnership working between EASY and beCogent has added another dimension to our successful training programmes. The specific skills offered by the beCogent volunteers have been extremely well received by trainees and staff alike and we hope that this partnership will continue and further develop to help the young people of East Ayrshire to upgrade their skill levels and so improve their opportunities for sustained employment."

This year beCogent staff, across four sites, have contributed more than 500 hours to local community projects, directly benefiting hundreds of local people. This is only set to grow and continue in 2009.

**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 Argos, 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 3,000.

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

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service offering to its clients.

**Issued by beCogent Ltd**

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**Press Release**