

UPC wins ICCSS Award for Best Customer Retentions Programme

Dublin Saturday 20th November, 2010: Over 300 people attended this year's Irish Contact Centre and Shared Service Awards were held on Saturday 20th November in the Burlington Hotel, Dublin. The awards, hosted by CCMA Ireland, aim to recognise the organisations that have demonstrated best practice and on-going commitment to excellence in the Contact Centre and Shared Service sector.

UPC Ireland was presented with the Best Customer Retention Programme at this year's awards and **Dorothy O'Byrne, Managing Director of the CCMA said:**

"UPC's programme has been a tremendous success. Specifically, the judges were impressed with UPC's resolute focus on the 'customer', through their continual use of feedback to drive cross functional improvements to the introduction of a proactive service assurance programme to anticipate customer needs. It is evident that UPC view customer retention not as a tactical event, but, as an ongoing strategic tool for development and growth. The return on investment achieved clearly illustrates the value of this comprehensively planned and creatively implemented customer retention strategy to the business".

Building customer loyalty through great customer service is a prerequisite and is echoed by **head of customer operations at UPC Stephen Ruschitzko added:**

"Enhanced customer trust is seen as the key to achieving greater business success. The customer experience is paramount to UPC and our Customer Retention Programme is designed to create an environment where our customer needs are at the heart of everything we do. With a blend of proactive and reactive initiatives in place, it is our goal to build customer loyalty, enhance the customer experience and reduce the risk of possible customer churn. Being recognised in this way is a great boost to all the team involved and validates that their approach is best in class."

Bruce Bullock, head of sales at UPC concluded:

“Our customer retention programme starts with the sale and covers all touch points in the customer lifecycle, including our service assurance programmes, measuring our net promoter score, continuous business process improvement and various other customer touch points right up the customer loyalty team and save rates attained.

“Picking this award up demonstrates our commitment and dedication by our staff to ensure we continue to keep focused on placing the customer at the centre of our operation.”

At the same awards ceremony, UPC received special commendation for **Best Technical Support Centre / Helpdesk** and were shortlisted for **Contact Centre of the Year**, **Contact Centre Manager of the Year** and for **Contact Centre Team Leader of the Year**.