

## CLIENT SUCCESS STORY

# The Times

### The Brief

Back in 2013 British national newspaper The Times contacted GFM to help them transform the customer service delivered to their readership through a totally integrated Omni-channel solution. The client wanted us to act as a full brand extension and deliver their customer services in a way that reflected their company culture and values. The primary goals were to increase customer satisfaction and retention.

### Our Solutions

In response to the brief we created a dedicated and fully branded 80 seat contact centre, which delivers call handling, live chat, email and social media services through our highly trained and skilled operators. Our team has successfully reduced customer churn and increased sales, customer satisfaction and subscriptions; handling over 350,000 customer contacts every year.

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## OVERVIEW

- \* Fully branded 80 seat contact centre
- \* Dedicated, optimised sales centre
- \* Customer services
- \* Inbound & outbound retention
- \* 110 FTE



350,000+  
contacts per year



Customer retention up  
35% to 55%



Customer satisfaction  
constantly above 90%

*GFM ClearComms has provided an outstanding customer experience to our readership since 2013 through their high quality Omni-Channel solutions.*

Head of Operations  
The Times

