



CLIENT SUCCESS STORY

David Lloyd Clubs

The Brief

Back in 2002 British health and leisure business David Lloyd contacted GFM to help them with prospective member calls and customer enquiries, as their resources were unable to satisfy increasing levels of demand. 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 memberships and customer satisfaction.

Our Solutions

In response to the brief we created a dedicated and fully branded contact centre environment, where cost-effective call and email handling services our made by our highly trained and skilled operators. Our highly flexible centre has scalable capacity to manage seasonal activity peaks and has successfully helped the client increase its memberships each and every year.

OVERVIEW

- * Prospective member calls
- * Calls on behalf of 80+ clubs
- * Full brand extension
- * Scalable capacity for activity spikes
- * Customer services



£2.4 million
sales generated in 2016



75,000+
calls handled in 2016



20,000+
email enquiries in 2016

“
We have worked with GFM for over 15 years and fully endorse the outstanding contact centre solutions they offer, which have enabled us to successfully increase our memberships.”

CMO
David Lloyd Clubs

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