



## CLIENT SUCCESS STORY

# Parkdean Resorts

### The Brief

Back in 2001 the largest UK holiday park operator Parkdean Resorts contacted GFM to help them satisfy increases in customer enquiries by providing call handling services. The client wanted us to act as a full brand extension and deliver their customer service in a way that reflected their company culture and values. The primary goals were to increase sales conversions and reduce waiting times.

### Our Solutions

In response to the brief we created a dedicated, independently located and fully branded sales centre, which delivers expert inbound and outbound call handling services through our highly trained and skilled operators. Our flexible sales centre has scalable capacity to manage activity peaks and has successfully exceeded the client's objectives and service level agreements every year since its launch.

## OVERVIEW

- \* 30 inbound & 10 outbound FTE
- \* Full brand extension
- \* Dedicated sales centre
- \* Scalable capacity for activity peaks
- \* Handle all customer contact



250,000+  
inbound calls handled per year



>47%  
inbound sales conversion



0.43  
sales per hour for previous bookers

*GFM has consistently provided us with excellent call handling and sales services for over 15 years, and we have no hesitation in recommending them.*

Marketing Manager  
Parkdean Resorts

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