



**Your Customer
Contact Experts**

Our Company



Peter Sakal
CEO

Since the GFM group was established back in 1989 we have experienced substantial growth and are today an award-winning, industry-leading customer experience agency that works on behalf of some of the UK's most loved brands.

In 2016 we launched the brand GFM ClearComms, which effectively combined the group's vast expertise in contact centre services, promotional marketing, fulfilment services and digital marketing.

Our comprehensive offering of outsourced, end-to-end customer contact solutions means we are able to run our client's promotions and campaigns in their entirety from concept generation through to delivery and reporting; enabling them to focus on the critical day-to-day running of their businesses.

Our mission at GFM ClearComms is to consistently deliver an unparalleled level of service and value to our clients by seamlessly operating as a full extension of their brand, and providing their customers with the highest quality services and solutions. Critical to achieving our mission is our people, who are undeniably our greatest asset and who together possess vast expertise across many different industry sectors.



Our Clients

We are dedicated to providing outsourced services that lead to transformational improvements in our client's organisations. As a result, we have developed many long established partnerships and possess extremely diverse sector experience. Here are just a few industry-leading brands that trust us to manage their customer relationships.



Contact Centres

We work in close partnership with our clients to deliver the highest quality, full brand extension customer experience. Our expert contact centre outsourcing and call handling services will ensure your company stays at the forefront of customer communication.

Omni-Channel Services

Our multi-channel contact centre services will enable your customers to communicate through their channel of choice, whether that is phone, e-mail, live chat or social media; delivering a totally integrated customer experience.

Call Centre Services

We offer flexible and scalable inbound and outbound call handling services that can reduce your costs and significantly improve your customer retention, first contact resolution, ROI and net promoter score through our expert, multi-skilled teams.

Automated Comms

Through interactive voice response (IVR) and short message service (SMS) communications we can deliver simple yet highly effective customer interactions on your behalf through our experienced team and high spec technology.

YOUR BENEFITS

Scalable infrastructure

Highly flexible operating models to cover contact volumes regardless of the size of your contact centre service requirements.

Seamless brand extension

We work closely with you to ensure we fully understand your organisation's culture, processes and contact centre objectives.

Multi-skilled teams

All of our team members undergo regular and extensive contact centre service training delivered by our in-house team of expert coaches.


CLIENT SUCCESS STORY

The Times

In 2013 British national newspaper The Times contacted us to help transform their customer service through an integrated Omni-channel solution. In response we created a dedicated and fully branded 80 seat contact centre, which delivers call handling, live chat, email and social media services. Our team has successfully reduced customer churn and increased sales, customer satisfaction and subscriptions; handling over 350,000 customer contacts every year.

 **350,000+** contacts per year

 Customer retention up **35% to 55%**

 Customer satisfaction constantly above **90%**



Promotional Marketing

Working in collaboration with you we can create and deliver flexible, highly targeted end-to-end promotional marketing campaigns that will enhance your brand awareness and achieve your specific promotional goals through our unparalleled expertise.

Prize Management

Boost your brand visibility through our prize promotions that are tailored to meet your needs and that of your target audience. We use our expertise to recruit relevant prizes and to protect brand reputation and the integrity of winner verification.

Loyalty Programmes

Build your brand loyalty with engaging campaigns designed around your specific goals. We have a reputation for delivering highly successful loyalty programmes and are the driving force behind some of the UK's biggest sales promotions.

Partnerships & Promos

Our extensive network enables us to match you with complimentary companies, resulting in mutual benefits; including access to new audiences and improved customer acquisition. We can also support your promotion with our contact centre services.

YOUR BENEFITS

End-to-end service

We can manage your promotional marketing campaign from concept generation through to delivery, as a result of our extensive in-house expertise.

Bespoke campaigns

Your promotional marketing campaign will be developed specifically to match your needs and objectives in order to maximise its impact.

Seamless brand extension

We work closely with you to ensure that we fully understand your organisation's culture, processes and objectives.

CLIENT SUCCESS STORY

The Sun Hols from £9.50

In 1989 The Sun contacted us to help them boost newspaper sales and build customer loyalty through a new holiday promotion. In response we created 'Hols from £9.50', which is today the country's longest running newspaper promotion. As part of our end-to-end service we; recruited 300+ parks, created a new booking site and designed in-paper supplements. Every year this promotion sends 2,000,000+ readers on holiday.

 **Promotion sends sales, soaring every year**

 **2 million+** holiday makers every year

 **Holiday Parks at capacity** and revenue streams flow



Fulfilment Services

You can easily satisfy your customer's orders, manage your stock levels and fulfil promotional activities without the associated costs of operating a warehouse using our scalable suite of fulfilment services.

Promotional Fulfilment

Our comprehensive in-house print and fulfilment services can deliver large scale direct mailings, brochure fulfilment and more complex marketing packs on your behalf. Our multi-skilled team have a wealth of experience having worked on some of the UK's most high profile campaigns.

Bespoke Pick and Pack

Your products will be dispatched reliably and safely to your customers through our bespoke pick and pack services, which are managed by our experienced account managers who will provide you with detailed and regular reports.

YOUR BENEFITS

Reduced costs

Significantly reduce your operational costs and free up valuable resources during seasonal surges with our highly flexible pick and pack and fulfilment services.

Quality Control

Our commitment to continuous improvement means you can be assured that your fulfilment requirements will be handled with the highest quality, as proven by our ISO 9001 accreditation.

End-to-end service

We can manage your fulfilment services in their entirety from concept generation through to design, printing and delivery as a result of our extensive in-house expertise.

CLIENT SUCCESS STORY

Jeans for Genes

In 1997 Jeans for Genes contacted us to help them with fulfilment and call handling services. In response we created new procedures that enhanced operational efficiency and enabled the client to satisfy increasing enquiries and process more donations. As part of our ongoing support we; create and despatch promotional materials, process donations and manage associated databases. Every year these campaigns help thousands of children affected by genetic disorders.

 **330,000+**
direct mail items

 **70,000+**
bespoke fundraising packs

 **15,000+**
donations banked



Digital Marketing

Optimise your digital presence and enhance your brand awareness with our industry-leading digital marketing services that includes; web and app development, email marketing, digital advertising and social media management.

Email Marketing

Capture your customers' attention with fully-branded and highly targeted email marketing campaigns that can provide you with invaluable performance data to guide subsequent customer communications and effectively generate leads.

Web & App Development

Our in-house team of developers and customer contact specialists can design, build, deliver and market bespoke websites and apps that maximise your online traffic and optimise your search rankings.

Social Media Management

Social media can serve as an extremely valuable tool when used appropriately. Through our expert team we can deliver highly effective social media campaigns and timely communications on your behalf to grow your engagement and following.

Digital Advertising

Get your brand noticed by the right people at the right time with specialist online advertising. Results-driven insights help us devise intelligent and engaging SEO, PPC and social media advertising strategies.

YOUR BENEFITS

Increased brand awareness

You will raise your brand profile within your defined target market through our specialist online marketing services.

End-to-end service

We can manage your digital marketing services in their entirety from concept generation through to design, build and delivery as a result of our extensive in-house expertise.

Market insights

Our digital marketing solutions will enable you to learn more about your target audience, which will help shape future strategies and drive both engagement and conversions.

CLIENT SUCCESS STORY

Legoland

Following the success of other campaigns we ran on behalf of Merlin Entertainments, they asked us to deliver a ticket promotion for Legoland. We managed this campaign from end-to-end and some of the key services we delivered include; developing a booking site and sending out customised e-shots. Last year this promotion was so popular that ticket allocation has doubled for this year's campaign.

 **47,000+**
tickets sold

 **3-4 week**
promotion

 **Promotion sends sales soaring**





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