

Synovate
Formerly known as
Proactive Insight
Wrigley Field
The Campus
57 Sloane Street
Bryanston
2021

P O Box 68369
Bryanston
2021

Tel +27 11 709 7800
Fax +27 11 463 2233
www.synovate.com



From Catherine Barnhoorn
Marketing Manager
Phone +27 11 709 7800
Catherine.barnhoorn@synovate.com

Date 31 August 2005

Synovate awarded PMR Golden Arrow Award

Market Research company, Synovate, added a prestigious award to its accomplishments when it received the Professional Management Review (PMR) Golden Arrow for Outsourced Call Centres.

The Award, in the category of **Medium Business Process Outsourced Call Centres (50 - 200 seats)** earned our clients' rating of "Outstanding".

This was PMR's first ever survey into business process outsourced call centres in South Africa.

The Call Centres were rated by appropriate senior personnel (clients) who utilise these call centers in South Africa.

Respondents were asked to rate business process outsourced call centres overall and across 15 attributes, namely:

- Cost effectiveness
- BEE compliance
- Extent to which the call centre meets the client's business objectives
- Quality of management of relationship
- Understanding of your business needs
- Business process management
- Continuous follow up with call centre agent
- Core KPIs being met
- Quality and regularity of reporting key data
- Quality of agent training
- Quality of calls
- Management of complaints / faults / problems

- Commitment to the contract
- Business continuity
- Adding Value

Synovate's achievements continued this month as they hit a record high in the number of telephonic interviews conducted, more than 50 000 interviews in one month! Synovate's call centres have increased in size: from 110 seats in 2002 to 144 seats presently. The Durban Call Centre has become a 64 seater from a small 20 seater, and also boasts the National Field Manager as well as 4 team leaders and a dedicated quality controller.

"At Synovate we pride ourselves in recruiting permanent tele-consultants," says Charlotte Jackson, Director of Operations for Synovate Sub-Saharan Africa. "We believe the key to achieving results is to provide training on a continual basis. Training is an ongoing operation that is undertaken in the Synovate Call Centres to make sure the product knowledge and telephonic techniques of the tele-consultants is always at a hundred percent. Confidence is imperative and instilled in our staff. We encourage our people to be pro-active and provide solutions, and this in turn creates an environment of continued improvement, by always being fair and consistent and by making sure we look for prevention rather than simply a cure. Customer and staff satisfaction form a key element of our strategy in the Call Centres and this together with quality and process improvements, ensures that the tele-consultants are the best in the country!"

For more information, please contact Charlotte Jackson, Director of Operations on:

+27 11 709 7800

Charlotte.Jackson@synovate.com

- Ends -

About Synovate

Synovate is a leading global research company, operating in 46 countries and employing more than 4,000 people. The company generates consumer insights that drive competitive marketing solutions and provides a broad range of market intelligence services using powerful and established methodologies, as well as innovative and tailored solutions.

Synovate in South Africa was formerly known as Proactive Insight.

More information on Synovate can be found at www.synovate.com and www.synovate.co.za

About Aegis Group plc

Aegis Group plc is the holding company for Carat, its media strategy, planning and buying business, and Synovate, its market research business. These two operating groups provide

clients with a range of services across media communications, marketing consultancy and market research. Listed on the London Stock Exchange, Aegis is capitalised at around £1.1 billion and operates in 64 countries. More information is available at www.aegisplc.com

About PMR Award

Please go to:

<http://www.pmrinet.com/magazines/June2005/ovrCallCentres.htm>