

## Grégoire Vigroux, CallPoint: "a Quality Call Center begins with Quality People"



Grégoire VIGROUX, Co-Director, in charge of Business Development

Call centers celebrate their 20th anniversary as an industry this year – while in Romania, the top-5 major players appeared in the past 10 years. CallPoint is one of them.

This company was also one of the few call center & BPO companies this year that, despite difficult conditions due to the financial crisis, achieved a sales record.

Overall it increased its turnover by 240% in April 2010 compared to same period one year before. The company also predicts 50% growth until the end of this year. The sales increase on the local market (Romanian speaking projects) is primarily behind this increase.

Grégoire Vigroux, Co-Director, is telling us more details about it.

**What are your activities and positioning?**



Yann BIDAN, Co-Director, in charge of Operations

In Romania, CallPoint New Europe is offering the full spectrum of call center & BPO services:

**Inbound:** Customer Care Support; email management, infoline, reservation centers, consumer service, overflow, directory assistance; Technical support; BPO.

**Outbound:** Business Development: telesales, lead detection, appointment settings; Research: market studies, opinion surveys, satisfaction surveys; Debt collection.

As a multilingual contact center, we are running operations in 10 languages. The main one is Romanian, followed by English, French, Italian, German and Spanish.

### **Who are your main local clients?**

In Romania, we are successfully working for a leading retailer, for which we provide outbound campaigns. We are also providing outbound debt collection services for a major financial institution and a bank; and telesales for a major telecom player.

We provide info line and inbound claim management to several companies as well, including a leading insurance corporation, as well as for two major carmakers. In addition, we provide customer care and technical support for several IT organizations.

### **What is your global perspective and strategy to differentiate your company in the market place?**

In Romania, our global perspective is to build long-term collaborations with the largest companies in the following fields: banks & financial institutions; insurance companies; telecoms & software; travel & leisure; retail & ecommerce.

Our main differentiation is our strong and constant focus on quality.

We think Quality Call Centers begin with quality people. We have recruited the best and most experienced call center and BPO managers and middle-managers available in the labor market in Bucharest. We are providing them with continuous training to be updated with the best industry practices.

We know the importance of having extremely selective recruitment process. As a large and attractive employer, CallPoint

Group is offering challenging career opportunities for more than 20 professions. As an international BPO operator, we support our client's needs through best human capital solutions and professional work settlements.

In terms of processes and organization, everything is done in order to insure high levels of quality. The best example of it is our Quality department: CallPoint has over 10 quality controllers who are dedicated to control and monitor the campaigns. Each tele-operator is individually followed and monitored by an experienced team of Quality experts.

The quality of our technical infrastructure is another important asset. Our major financial investments in the past few years have been done towards improving our technical infrastructure. We are using the latest call center technologies available in the market in order to increase both productivity and quality.

### **What would you like to say about CallPoint to our readers, some of which are potential clients for CallPoint?**

To be the representative of the « voice » of the largest multinationals in Romania (telecoms; banks; retailers; insurers; carmakers; etc) is an important responsibility, one that CallPoint has the ability to handle with a composed professionalism and operational excellence due to its abilities, experience, and most imperative: constant focus over quality.

More details about CallPoint: [www.callpoint-group.com](http://www.callpoint-group.com)