



invest | north east
england

CUSTOMER CONTACT CENTRE



NORTH EAST ENGLAND WORKS.

The UK's most cost competitive location for customer contact centres.

With more than 145 customer contact centres employing over 40,000 people for global companies including Barclays, EE, EDF Energy, Santander and Virgin, operators are finding the North East of England a top location to invest.

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Why businesses locate their customer contact centres in North East England

- Premier business parks across the region with excellent connectivity to the wider region and employment pool
- An extremely cost-competitive location with very low staff attrition rates
- The region's five universities and 15 further education colleges offer bespoke courses and training packages ensuring a consistent talent pool primed for employment
- The Tyne and Wear metro system plus an excellent road and rail network ensures employees have some of the lowest commute times in the UK
- An ample supply of quality Grade A office accommodation starting from £5.00 per sq ft

Cost Savings

North East England is the UK's most cost competitive location for business premises and talent, offering savings of over £4.5m per year for a 350-person customer contact centre operation compared to London (Financial Times Benchmarking Study).

 **A 350 PERSON CUSTOMER CONTACT CENTRE IN THE NORTH EAST WILL SAVE:**

£4.5m p.a. **COMPARED TO LONDON**

£1.6m p.a. **COMPARED TO THE SOUTH EAST**

£1m p.a. **COMPARED TO SCOTLAND**

The region is also one of the most cost competitive locations in Europe to hire customer contact centre staff. The typical cost

saving is 14% compared to London for a customer services representative and 2% to 3% compared to Scotland and Cardiff.

An unbeatable location for investors

North East England is home to an ample supply of bespoke Grade A office accommodation including specialist properties in our city centres and business parks, making the region the location of choice for many firms.

Our sites have superb infrastructure links to the main A1 and A19 roads as well as to Newcastle International Airport. Many are linked to the Tyne and Wear Metro, the largest rapid transit system outside London, helping ensure that skilled workers have easy access to their workplaces.

The system contributes to the region having the second lowest commute times in the UK.

Fast-growing customer contact firm ResQ arrived in County Durham in 2016 and will create 1,200 jobs by 2019

"When we were looking to expand, we looked into a number of different locations and felt that the North East could offer exactly what we wanted. We needed somewhere which could not only support the number of people we plan to employ in terms of office space, parking and great public transport networks, but somewhere that could also provide the skilled people we need."

ResQ CEO, Nic Marshall

A loyal workforce

North East England's workforce has a reputation for being warm, approachable and confident. They are also flexible, adaptable and loyal, which is reflected in

low staff turnover. In fact, the region has one of the lowest attrition rates in the UK for customer contact centre personnel at 12% (2015), 4% lower than the UK average. The quality and standard of living in North East England remains one of the highest in the UK. The positive work/life balance achieved by staff results in unparalleled loyalty to both the company and the region. Companies who locate here also take advantage of the fact the North Eastern or "Geordie" accent is consistently rated amongst the most favourable of the UK's various accents when a consumer is contacting a call centre.



FIVE universities and 15 further education colleges have over 300 business services related courses

2nd lowest attrition rates in the whole of the UK



for contact centre employees

KEY SPECIALIST OPERATIONS IN THE NORTH EAST

Barclays	Virgin
EE	NPower
EDF Energy	Sky
ResQ	AA
Santander	Tesco Bank