

MEDIA RELEASE

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Unicom recognised for Customer Service Excellence

TELECOMS company Unicom is the first utility company in the UK to be awarded Customer Service Excellence status for its dedication to exceeding customers' needs.

The business telecoms firm has achieved the Government standard following assessment of its customer insight, the culture of the organisation, information and access, delivery and timelines, and quality of service.

It is only the second private company to have achieved the standard, following rigorous assessment.

Customer Service Excellence (CSE) was developed as a tool for public services to drive customer-focused change within organisations and ensure customers were at the heart of public service provision.

Peter White, Unicom's Head of Customer Services, said: "Working towards Customer Service Excellence status was a useful and practical way of revisiting our core business objectives, ensuring we strive for continuous improvement and a way to enhance our skills.

"The CSE demonstrates our ability to keep our customers at the forefront of all we do and deliver an efficient and effective service. We are fully committed to providing the best customer service in the industry."

Less than 400 organisations in the UK have achieved CSE standard.

Unicom has also passed the ISO 9001: 2008 standard audit. This replaces its original 2001 assessment.

Unicom, which was founded in 1998, has helped more than 300,000 businesses save more than £500 million off their utility bills.

It currently employs 500 staff at its Manchester headquarters and offices in Birmingham, Crawley, Ipswich, Leeds, Milton Keynes, Newcastle-upon-Tyne, Nottingham, Sheffield and Stoke-on-Trent.

Ends

Notes to Editors

About Unicom

- Unicom, a trading name of Universal Utilities PLC, is a telecommunications service provider specialising in the small business market.
- Unicom has attracted its business customers by offering discounts of up to 60% off BT's prices, at the same time as keeping customers on the BT network. Unicom currently supplies in excess of 450 million minutes of call time to its customers each year. Unicom differentiates itself by offering a high standard of personal customer service, with no premium rate 0845 or 0870 numbers, no recorded messages or menus, and no overseas call centres. Unicom boasts one of the highest customer retention rates in the industry.
- Unicom has a directory enquiry service, 118 777. Based on calls from a BT or Unicom telephone line, 118 777 is 28% cheaper than 118 118, and 53% cheaper than 118 500. Calls from other networks may vary.
- Unicom was ranked 26th in the Sunday Times Profit Track 100 listings in April 2006, 89th in the Sunday Times Fast Track 100 index in December 2006 and 96th in the Sunday Times Profit Track 100 listings in April 2007. In September 2007 it achieved a ranking of 95th, and in September 2008 a ranking of 88th, in the Sunday Times Microsoft Tech Track 100 index.
- Unicom is a patron company of The Outward Bound Trust.