

## **PRESS RELEASE**

**07 January 2010**

### **OMG! Warning over txt spk job applications :-)**

Job seekers are missing out on employment by using text speak (txt spk) in job applications and CVs, according to a recruitment manager.

Aurelia Bowerbank, head of recruitment at national business telecoms firm Unicom, says more and more young people are including the shortened “textese” in both their CVs and covering letters.

Textese is the use of slang or abbreviations commonly used when sending SMS messages, with pictures, single letters and numbers representing whole words.

Bowerbank reports that approximately one in ten job applications contains some form of textese and is now warning people not to risk losing out on already hard to find jobs by substituting correct spelling and grammar. She explains:

“We are noticing more and more applicants using this slang in their job applications and even with the popularity of text messaging, companies still want to see examples of good grammar and punctuation.

“Replacing correct spelling with abbreviations will not only reduce the character count on a text message, it will also reduce your chances of landing a job.”

Some of the most common “txt spk” abbreviations Bowerbank receives in job applications include:

1. gr8 (great)
2. tnx (thanks)
3. cuz (because)
4. xInt (excellent)
5. w/r/t (with regard to)
6. bw (best wishes)

**~ ends ~**

## Notes to Editor

### About Unicom

[www.switchingon.com](http://www.switchingon.com)

Unicom, a trading name of Universal Utilities PLC, is a telecommunications service provider specialising in the small business market. It currently provides telecom, broadband and website services to 80,000 small businesses throughout the UK. Unicom has an annual turnover of over £45m, and employs 500 people at its 10 regional offices situated around the UK.

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.

In October 2009 Unicom became ISO 9001:2008 certified and was also awarded the Customer Service Excellence, the Customer First and the Investors in People certification by independent assessors.

For the year ending April 2009, Unicom reported pre-tax profits of £11.2m on a turnover of £44.5m (with profits up 14.3% and turnover up 7% from April 2008). Unicom expects profits to be in excess of £12m on a turnover of more than £48m for the current year.

Unicom is a patron company of The Outward Bound Trust.

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