

# UNICOM PRESS RELEASE

March 11, 2008.

## **NUMBERS STACK UP AS UNICOM HITS ALL THE SIXES.**

A customer of telecoms provider Unicom, which specialises in business-to-business telecom services, has logged the company's 666,666,666<sup>th</sup> call.

Unicom, with regional headquarters in Birmingham, Ipswich, Leeds, Milton Keynes, Newcastle-upon-Tyne, Nottingham, Sheffield and Stoke-on-Trent, has been watching the numbers rack up as customers move over to it.

"We seem to have a great affinity with the small business community, and I think a great deal of the growth and success is down to nothing more complex than a no-nonsense personal service, priced highly competitively and operated from a local base.

"We are absolutely clear in our minds about what makes the difference to our customers: a UK call centre with real people answering the telephone, 98% of calls answered within six seconds, and managers and directors who are hands-on and accessible", said Chris.

"Our customer retention level is currently running at 86% against a sector average of around 70%. Of the 14% we lose, only a third go to competitors, the remainder being businesses that close or move premises for one reason or another, which is obviously beyond our control."

### **About Unicom**

Unicom, part of Universal Utilities PLC, is a telecommunications service provider specialising in the small business market. It currently provides telecom, broadband and website services to 70,000 small businesses throughout the UK. Unicom has an annual turnover of over £40m, with 10 regional offices situated around the UK.

Unicom has attracted its small 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 small business 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 was ranked 26<sup>th</sup> in the Sunday Times Profit Track 100 listings in April 2006, 89<sup>th</sup> in the Sunday Times Fast Track 100 index in December 2006 and 96<sup>th</sup> in the Sunday Times Profit Track 100 listings in April 2007. In September 2007 it achieved a ranking of 95<sup>th</sup> in the Sunday Times Microsoft Tech Track 100 index. The company employs 500 people.

Further information:

Megan Codling or Iain Macauley

mc@pressrelations.co.uk / im@pressrelations.co.uk

07795 848586 / 07788 978800 [www.switchingon.com](http://www.switchingon.com)