

PRESS RELEASE

January 18, 2010

**Management appointment rings changes at Unicom**

Photographs available at [www.unicomimages.co.uk](http://www.unicomimages.co.uk)

Business to business telecoms firm Unicom has added to its senior management team with the appointment of Moira Robertson as head of regulatory affairs.

Robertson joins Manchester based Unicom with a brief to ensure the communication provider remains compliant with all the industry regulatory requirements.

The appointment will also see Unicom working more closely with Ofcom to help shape how the B2B telecoms industry is regulated in the future.

Commenting on her appointment Robertson, who previously held compliance roles with T-Mobile, Caudwell Communications and BT, said:

“Unicom is working towards building a strong reputation for customer service and quality management and it is my aim to continuously improve our end to end customer experience.

“It is important telecoms providers like Unicom have a voice in how the industry is regulated for the benefit of business customers.

“My key responsibility will be to ensure all our customers are sold to in a fair and compliant manner and that compliance is at the heart of how we operate. Additionally, Unicom can lead the way in developing industry regulation alongside our industry colleagues.”

Unicom operations director, Chris Earle, added:

“It is a real coup for Unicom to have someone with Moira’s calibre and experience joining the management team.

“Not only does this appointment demonstrate the importance Unicom places on compliance, it also highlights the investment the company makes in personal

development and community initiatives, both of which were strong factors in Moira's decision to join the team.”

Robertson will be based at Unicom's Manchester headquarters but will also have compliance responsibility for the company's ten nationwide regional offices.

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## **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 35% 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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