

UNICOM PRESS RELEASE

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UNICOM CREATES 80 MORE JOBS.

Manchester-based telecom service provider Unicom, which specialises in business-to-business services, has completed the refurbishment of its headquarters enabling it to open a new floor and create up to 80 new jobs to meet the demand for its services.

Unicom, which has been named several times in the Fast Track 100 list of the UK's fastest growing companies, is bucking the current economic trend; something it says is down to its careful pricing policy which is attracting business from its competitors.

The company now provides work for almost 600 people. It pledged to create 300 new jobs when it moved into its Northenden HQ in 2006, and achieved that figure. The new jobs will be primarily in sales but opportunities in credit control, customer service, IT and administration teams will follow.

"We're well tuned-in to the small business sector, and we have taken on board what they need from their telecoms provider – a no-nonsense personal service, priced highly competitively and operated from a local base," said Tony Eagleton of Unicom.

"We have developed a focussed small-business telecoms product and service, and the result has been that business seems to have embraced it.

“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 Tony.

“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.”

Manchester-based Unicom, which has regional headquarters in Birmingham, Ipswich, Leeds, Milton Keynes, Newcastle-upon-Tyne, Nottingham, Sheffield and Stoke-on-Trent, specialises in business-to-business connections.

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 12 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 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 in the Sunday Times Microsoft Tech Track 100 index. The company employs nearly 600 people.

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