

Colrosa Call Centre PR 23 May 2008

Colrosa is a new software consultancy launched today to help UK contact centres deliver software projects and maximise their return.

The number of UK call centres or contact centres, as they now prefer to be called has grown from under 150 in 2000 to over 6000 this year (www.call-centre-europe.com). What's more, expected growth over coming years remains at 3% pa, despite the trend to off-shore, particularly to India. Miles Dennis from Colrosa says "It is vital that UK centres maintain the cost effective high service levels that customers expect if they want to stay competitive in a global market."

Today, software underpins every aspect of contact centre operations. Making all the right decisions is the key to efficient and competitive contact centre operation, yet many simply don't have the technical insight required to manage their software. There is far more to making the right decision than ensuring a supplier ticks all the boxes on a tender document.

Colrosa (colrosa.co.uk) has been set up to support contact centres in their choice and implementation of in-house and outsourced software.

Colrosa consultants draw on their experience in software development, implementation and business experience within contact centres to offer a powerful service designed to ensure centres get the most out of their software investment and stay competitive.

Editor's Note: Most consumers in the UK prefer to deal with UK contact centres. A number of leading financial organisations are advertising on prime time TV offering 'UK call centres'. Getting the most out of software - the lifeblood of contact centres - is key to ensuring UK centres remain globally competitive and remain a viable choice for large UK organisations.



Miles Dennis is a co-founder of Colrosa Ltd, and has extensive experience in consulting, developing and deploying a large range of business applications, working specifically with blue-chip organisations and their contact centres. Miles' experience has been primarily with contact centre workforce management software, database and data integration and MI solutions.



Malcolm McIlhagga has been developing and implementing software for over 20 years and specialises in providing technical consultancy. Malcolm has developed a number of solutions for large contact centres including staff incentive schemes. He is a co-founder of Colrosa Ltd.