

Call Centres in Kent & Medway

- Kent is an established base for call centre companies and activity. Companies such as **Saga Group, Royal Bank of Scotland, Telegraph Group, Scottish Widows, P&O, Jupiter Unit Trusts, Eurotunnel and Rail Europe** are among the many companies enjoying the benefits Kent has to offer for call centre operations.
- There are over **130 contact centres** in Kent & Medway, housing more than 5,600 workstations. Whilst there are a number of large scale operations, the sector is dominated by smaller operations, with more than 60% containing 11 or fewer agent seats.
- Clusters of call centres are located in Tonbridge & Malling, Maidstone, Tunbridge Wells, Sittingbourne, Medway, Thanet, Dover, Folkestone and Ashford.
- **Financial Services** dominate the arena, accounting for **22%** of all contact centres. Other significant sectors include **Business Services, Public Services, Transport, Tourism & Leisure and ICT.**
- The UK's call centre sector is Europe's largest and the world's second largest. Companies locating in Kent benefit from the **low average attrition rate of 14%**, significantly below the **national average rate of 25%**.
- The availability of quality labour is a key attribute. There are a number of formal training options for contact centres throughout Kent & Medway. These include 5 Further Education institutions which offer NVQs at various levels in customer services and customer contact subjects (NVQ Customer Service, NVQ Customer Contact Skills).
- With over **2,000 students with language skills** and Kent's strategic location helping to attract employees from Europe, Kent has clear advantages for those operations with multi-lingual requirements and markets.
- Kent's property and operating costs are low; even Kent is on average **60% cheaper than prime locations in London** and below the average for call centre hotspots such as Birmingham and Leeds by 34% and 18% respectively. Prime office rate can be up to 29% cheaper than other prime office areas in the South East.

- Kent has a **Layer 2 fibre based communications infrastructure** that accesses international networks via a joint partnership between NEOS and SOTA. The fibre network provides the highest level of resilient connectivity as well as virtually unlimited bandwidth allowing real time data exchange between any locations within the UK.
- Key investors in the area include **Alliance & Leicester** whose call centre in Kent is one of their centres of excellence and therefore a focus for investment, development and growth. Motives for locating and expanding operations in Kent include the quality of the workforce and geographic position with good road and rail links, widening the catchment area.
- These same motives were quoted by **Go Talk**, which employs 120 people in its call centre operation in Ramsgate.
- Recent call centre investors in Kent include **Go Response; Call Performance Ltd; Galleon Ltd; Eurostar (UK) Ltd; Over C (UK) Ltd; Virtus Solutions and Cabot Financial (Europe) Ltd.**
- For further information on the Call Centre sector in Kent and its company base, please visit www.locateinkent.com or contact us on 00 44 1732 520700 / enquiries@locateinkent.com.