

## **Call Connection Achieves Investors in People Standard**

*Ipswich based insurance industry call aggregator commended for commitment to staff*

29 October, 2007: Insurance call transfer agency Call Connection today announced that it has achieved the standard of Investors in People (IiP), further confirming it as a leading employer with its staff at the heart of its business. The Investors in People accolade is awarded to companies that are seriously committed to a dynamic, systematic and ambitious programme of performance improvement and who truly get the most from their staff.

Call Connection, named in the *Sunday Times* "100 Best Companies to Work for" awards 2007, achieved the standard after a stringent review. Pre-assessment was carried out in May 2007 with a wide cross section of staff interviewed, from senior directors to contact centre agents. In August a three-and-a-half day IiP assessment was conducted between assessors and staff to make sure feedback on areas of development, such as regular performance reviews and targets, were consistent across the board.

The company can now proudly display the Investors in People logo to demonstrate its proven commitment to its staff. More than 30,000 UK organisations are recognised as Investors in People, covering a wide spectrum of UK industries.

Graeme Kalbraier, managing director and founder of Call Connection, said: "At Call Connection our staff are key to what we are and the bedrock of our strong reputation in the insurance industry. Without a highly motivated staff base, you can't expect to succeed in business. Following on from the Sunday Times accolade we're now able to further demonstrate our commitment to the professional and personal development of our staff with the Investors in People award."

Elaine Johnson of the Assessment Network, The Centre for Investors in People in the East of England, said: "We aim to provide businesses with a framework by which they can use their own preferred methods to achieve measurable business improvement and

professional development for their staff and I'm delighted to be able to award the Investors in People standard to Call Connection."

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**About Call Connection:**

Call Connection is a UK based call handling centre that uses the latest technology to answer, screen, filter and route telephone calls. Working predominantly within the insurance market, Call Connection now operates with major UK insurers to provide them with profitable call handling solutions.

All calls are answered by a live agent, who will ask a few key questions and then transfer the caller straight through to the most suitable provider, as well as providing priority phone numbers of other suitable companies interested in quoting for their business.

Based in Ipswich, Suffolk, Call Connection has grown from strength to strength, expanding to a 230 seat call centre. Handling in excess of 50,000 calls per week, Call Connection prides itself on the exceptional service provided to its business partners and to customers through the Call Connection experience. For further information please see: [www.callconnection.com](http://www.callconnection.com)

**About Investors in People**

For more information about The Assessment Network or Investors in People business improvement framework, visit [www.tan.org.uk](http://www.tan.org.uk) or telephone 01480 479224.