

**PRESS RELEASE**

**December 2010**



**Unicom Appoints Carolyn Featherstone**

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

Carolyn Featherstone has been appointed Customer Retentions Manager at business telecommunications provider Unicom.

Based in Manchester, Carolyn will manage Unicom's advisors responsible for investigating why customers wish to leave Unicom.

Carolyn said "Retention is all about understanding people and I enjoy a challenge. Having not worked in the telecoms industry previously, this position brings both personal and professional challenges. A Retention team requires an adaptable approach and the ability to know not just when, but how to use the tools effectively. Any business with no effective way of retaining customers is a bit like a tyre with a slow puncture, eventually it will bring everything to a standstill.

"I am looking forward to utilising my skills to help an already highly skilled team of people achieve and maintain their maximum potential and to add value to the customer retention experience by providing support and guidance at all levels of the process." concluded Featherstone, who has 15 years experience spanning Field Sales, Sales and Retentions and Compliance Officer, most recently worked in the Financial Services Industry.

Chris Earle, Operations Director at Unicom, added: "Carolyn's appointment will help us focus on continuing to retain our customers. We already have an excellent retention rate, with customers staying with Unicom, on average, for 8 years. In bringing a wealth of management experience to her role she has already made a fantastic impact within the team. Her fresh input will ensure the team performs as efficiently as possible."

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## 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, mobile and website services to 90,000 small businesses throughout the UK. Unicom has an annual turnover of over £50m, 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's mobile customers only pay for the calls and services they actually use, the package also offers one complete bill and one contact number for all telecoms services.

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 in 2009 was also awarded the Customer Service Excellence, the Customer First and the Investors in People certification by independent assessors.

For the year ending April 2010, Universal Utilities plc, which trades as Unicom, reported pre-tax profits of £12.8m on a turnover of £50.5m (with profits up 13% and turnover up 14% from April 2009). Unicom expects profits to be in excess of £15m on a turnover of more than £55m for the current year.

Unicom is a patron company of The Outward Bound Trust.

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