

## **PRESS RELEASE**

**27 October 2010**

### **Unicom reveals mobile product development plan**

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

Following the successful launch of its mobile product business telecommunications provider Unicom has revealed plans to develop the product further.

Unicom, which recently signed up its 1000<sup>th</sup> mobile customer, has just launched a new voicemail platform to ensure people leaving messages for their customers receive a professional experience and appointed fellow Manchester based PH Audio to provide a customised set of voicemail prompts.

Chris Earle, Operations Director, explains “We wanted to ensure callers received the very best possible experience. As we have a long standing relationship with PH Audio they were the ideal company to provide us with the prompts required. Previously they have provided us with the on hold music for our head office which sound far better than the usual Greensleeves! We wanted to bring that professional feel to our mobile product so asked them if they would be interested in providing us with recordings for our voicemail prompts.”

“Our relationship with Transatel allows us to customise our product. Consequently we can be reactive to our customers needs much more quickly than the 5 network operators can and we have a number of developments in progress. We are about to launch a data bundle to our mobile customers, offering them 50MB or 100MB per month options and are currently researching both BlackBerry and MicroSIM offerings to ensure 2010/2011 is even more successful than 2009/2010.”

Unicom recently reported pre-tax profits of £12.8m on a turnover of £50.5m and expects profits to be in excess of £15m on a turnover of more than £55m for the current year.

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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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