

**Surprise surprise**, our focus this quarter is on how to save money and become more efficient. We're presenting some pretty hands-on initiatives to help you with this, both for the private and public sector! You can also go into our new look web site and find more ideas there: [brightindex.co.uk](http://brightindex.co.uk)

Please feel free to share any of your own tips with us and we will publish them in the next bright ideas newsletter. Now **have a great weekend** and try to stay away from any articles including the words credit or crunch!

/Bright

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## MINISTRY OF PERFORMANCE LAUNCHED TO ADDRESS DOWNTURN IN UK CONTACT CENTRES

Unless you have been working far too hard you must have seen Jamie Oliver's Ministry of Food. He has taken up the challenge to get the people of Rotherham eating healthily. So what has this got to do with UK contact centres? It is simple, we either sit around reading press releases of yet more job cuts, hoping we don't become one, or collectively we, in a Jamie Oliver style, do something about it. The principle of the 'Ministry of Performance' is quite simple; the Bright (or Infinity) sponsored consultant spends two hours walking the floor of the contact centre talking to agents and supervisors, then look at the most relevant KPIs and compare them to best practise. At the end of this they spend 40 minutes with the contact centre manager providing them with immediate feedback on how they can improve the performance of their contact centre. Read more [HERE](#).



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## EVENTS 2009

- Come and listen to Bright at..

### Professional Planning Forum - 2009 conference

April 27, London.

Bright speaking on: - More than ticking boxes, how does successful performance management create customer focus?

[Programme](#)

### Norwegian call centre days

May 5, Oslo

[Programme](#)

### The Call Centre & Customer Management Executive Forum

May 6, Oriana

[Programme](#)

### Service Desk Institute Annual Conference



The Service Desk strikes back

June 9, Brighton.

Bright speaking on: - Breaking the Mould - Where Next for IT Service?

[Programme](#)

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**CALLING ALL PUBLIC SECTOR CC MANAGERS!**

- Making the PMF work for you.



The performance management framework (PMF), the benchmarking initiative based on the Varney report, has been in place for some time now. But have you been able to use it to drive change in your own centre? Bright offer you the opportunity to make it actionable and not just a reporting requirement. We will add our private sector best practise benchmarking and hold a bespoke workshop where we will present our recommendations on how you can increase efficiency as well as customer satisfaction, fast. Bright has carried out over 800 workshops analysing performance data and benchmarking results. Find out more and book your Bright session [HERE](#).

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## NEW WEBSITE FOR BRAVE LEADERS

We've given our website a new look to include our new products released last year and to communicate our message more clearly that we work with ambitious and daring leaders!

You will also find white papers, news and presentations on the new site. Find out how brave you are [HERE](#)



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## ANALYST PAPER

Download *Seven Reasons Why SIP Will Improve Your Customer Care Strategy* ? a new analyst paper from Opus Research that explains how firms can integrate technologies such as VoIP and Unified Communications to anticipate customer needs, support work-at-home agents, manage multiple media streams, control operational expenses and more. [Click here to download.](#)

Sponsored by



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## NEW BRIGHT PARTNER IN FINLAND

Elina Soukola and her colleagues at Lukkarintupa provide consultancy and management coaching services to companies operating in Finland. They are leading the way for the development of an industry association as well as contact centre awards. From January 2009 they will also be Bright's preferred supplier for the country, providing existing and new clients with our benchmarking and consultancy offer. Contact Lukkarintupa at: [www.lukkarintupa.fi](http://www.lukkarintupa.fi)



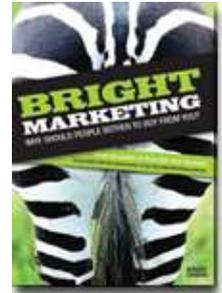
## EFFECTIVE SELLING ON INBOUND CALLS

With outbound telemarketing in decline but revenue demands up; most private companies are looking at how to increase their sales on inbound calls. We have seen a sharp increase both in focus on inbound calls as well as actual sales volume. In this article we look at 5 simple steps to increased sales. Download free white paper [here](#).

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## WHY SHOULD PEOPLE BOTHER TO BUY FROM YOU?

Get a discounted price from Bright on Robert Craven's new book "Bright Marketing". It hit the Number Three spot on Amazon's Sales and Marketing Best-Seller list on its first day in publication and shows you how you can apply simple practical changes to your business to ensure its success! Contact us here: [info@brightindex.co.uk](mailto:info@brightindex.co.uk)



## LONDON BRIDGES WALK

Sunday 12th July 2009 - Potters fields Park, London



What easier way could there be to raise funds for research than to put on your walking boots? After all, walking is the nation's number one hobby! Kidney research's walking events range from walking around country estates, to seeing the sights of London to even walking to the top of Ben Nevis.

Register online [HERE](#)

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## ABOUT BRIGHT

Bright was founded in 2000. We have two business units that complement each other. A consultancy practise and a benchmarking business with our leading product suite the Bright Index®. The consultancy practise focuses on development and improvement of contact centres and service desks. The starting point is always customer interaction and how it can be improved and handled more efficiently.

Bright Index analyse and benchmark key performance indicators of contact centres in different industries from all over Europe. Main areas covered are:

- Performance
- Customer satisfaction
- Employee engagement

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