



Article Side

How Telemarketing Works in the UK by [Oliver Scott](#)

Article published on July 11th 2012 | [Home Business](#)

Contrary to what most people think, telemarketing is actually more than merely making telephone calls. For the new ones in this kind of work, it can be a tough and overwhelming task. In this article, we'll summarise what you have to know about telemarketing services particularly in UK and what to expect from it.

There are almost 5000 telemarketing call centres across United Kingdom. These call centres differ chiefly in size and services. Most of the telemarketing services are done by the biggest 50 call centre firms in UK. For entrepreneurs looking for a suitable call centre for their campaign, evaluating and reviewing several of these establishments in order to discover which one is the best for their telemarketing campaign is, by far, still the ideal means to guarantee success.

Of those 5000 call centres located in United Kingdom, a majority of them have around 50 seats, and they operate on lower paying campaigns which doesn't call for great technology and higher quality; not to mention they handle smaller programs. The bigger telemarketing call centres naturally offer more sophisticated technological expertise and facilities, but then, most firms would have to comply to the set of parameters and qualifications established by these telemarketing companies; that could either be an advantage or a downside depending on the degree of control you put you require on your succeeding telemarketing campaigns and of course, the extent of attention it needs. The big UK telemarketing service providers might just be ideal for organisations planning to integrate their telemarketing promotions (inbound and outbound telemarketing) and offerings. Most businesses which allot considerable time and resources to their telemarketing campaigns divide the work between more than a single vendor in order to guarantee good results and to loosen up their reliance on just one telemarketing service provider in United Kingdom.

Size really does matter in terms of telemarketing services. Most telemarketing authorities have discovered that call centre staff perform the best when they have at least 200 seats. Numerous call centres are situated in places wherein agents are being paid for less than £6 per hour or in regions with a population below 200,000.

There are some telemarketing service companies that would construct very small call centres located in remote areas in an attempt to develop quality agents. On the other hand, doing that may oftentimes result in using up the labor force within the small area right away.

These days, the most ideal practice is to look for a telemarketing call centre with a low job market matched with a city that has medium population. Plus, this call centre must have the best possible size (like from 100 to 200 seats) to supervise and manage the quality output of the agents for a UK-based telemarketing services provider.

Furthermore, it's best to look for a provider which focuses on either inbound or outbound telemarketing, or depending on your specific needs.

Article Source:

<http://www.articleside.com/home-business-articles/how-telemarketing-works-in-the-uk.htm> - [Article Side](#)

[Oliver Scott](#) - About Author:

Oliver Scott works as a professional consultant. He helps businesses in UK increase their revenue by lead generation and appointment setting services through telemarketing. To know more about this visit: <http://www.callboxinc.co.uk/>

Article Keywords:

telemarketing, UK, telemarketing services, call centres, United Kingdom, call centre, outbound telemarketing

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!