

## Leading UK outsourcer, Ant, signs up global insurance leader

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Leading UK outsourcer Ant has been chosen to work with one of the worlds largest insurance brokers after it was able to demonstrate its open, honest and direct approach to outsourcing customer contact. The new contract will be run out of one of its four contact centre sites based in Sheffield and will support the insurance brokers objective of providing a consistent brand and service across all its customer interactions.

Richard Nicholls, Corporate Sales Director, comments; The UK insurance market is highly competitive, with most insurers offering similarly priced products and policies. But we believe we can differentiate by providing a better customer experience.

This latest win for Ant further strengthens its financial service base of clients and its position in ensuring quality and compliance is at the centre of all they do.

Richard continues; Treating customers fairly is a central principal of FSA regulations and Ant have taken this principle further by enhancing customer contact through a multi-channel approach which improves the customer experience.

The contact solution will use Ant Digital services of email and SMS channels integrated into the contact centre using a state of the art dialling platform AntCom, which was created and developed in-house. For more information please visit [www.antmarketing.com](http://www.antmarketing.com)

### Note to editors

Ant is one of the UKs leading contact centre outsourcers. Please visit [www.antmarketing.com](http://www.antmarketing.com)

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