

# BUSINESS PROFILE: Ant Marketing



Ant Marketing is one of the UK's leading contact centre outsourcers, employing over 440 people across 4 state of the art centres in Sheffield.

Originally founded by Anthony Hinchliffe with a single phone line, Ant now provides outsourced customer management and sales focussed contact centre solutions for some of today's major household brands such as British Gas.

**“We are a people business and Sheffield is a great city for both our staff to work in and as a location for our headquarters. It is central for all our clients who are based across the UK, many of our staff use the city's excellent public transport network to get them to and from work.”**

Liam Smith, Strategic Development Director

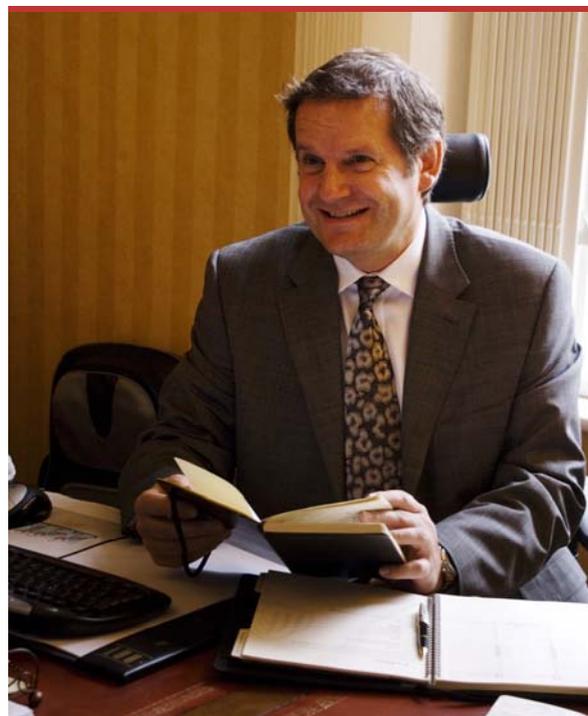
To maintain the high quality customer service for which Ant is renowned, Ant has recently invested in excess of £2m in its fourth facility to accommodate the additional 200 staff required to handle increased business. Ant's agents will utilise high-tech technology to deliver an outstanding service dedicated to the majority of the company's high profile client base.

**“We have carefully chosen our contact centre locations to be close to transport links, as well as offering a variety of local amenities for the agents.”**

Ant works hard to give employees a flexible and enjoyable working environment, offering a number of local employee benefits through partnerships with local businesses. The company offers career progression opportunities for people with potential, for example one board member started as an agent in 2003!

**“Sheffield has a rich and diverse recruitment pool, we recruit both experienced contact centre agents as well as people new to the industry or looking for a career change.”**

Ant works closely with both universities in Sheffield to recruit staff for both international campaigns and their graduate programme. They have a partnership programme with Sheffield College providing the long term unemployed with pre-employment skills and a guaranteed employment trial.



# Sheffield

---

# Business Profile

# Ant Marketing

