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SCREWFIX TO TAKE CALLS FOR BBC CHILDREN IN NEED

Screwfix has pledged its support for the BBC's well-loved Children in Need appeal once again, and will be donating the services of its whole call centre and contact team for the eighth year running.

Screwfix employees from all areas of the business will be donning cartoon-themed fancy dress on Friday 15 November from 6.30pm until 12.30am. They have generously offered to donate their Friday night to take pounds and pledges for the popular charity from residents across the UK, as well as those in the south west. Store staff from all over the country will be joining the contact centre team and helping to man the phones from the company's award-winning call centre, which is also one of the biggest in the region.

John Mewett, marketing director at Screwfix, comments: "We are delighted to be able to offer our support for Children in Need once again. Last year, we took thousands of calls and pledges from across the UK, which gives a great insight into how generous people are when it comes to supporting Children in Need. We are confident that we can help to exceed last year's total during this year's fundraising drive, and I'd like to thank those staff members who are travelling from as far as Northampton to help.

"The whole business is really behind the cause, and in addition to giving up their Friday night, our team has a host of other exciting fundraising activities planned to help contribute even further to the grand total. We look forward to the big event and are really pleased to be offering our support again."

To make a pledge please visit www.bbc.co.uk/pudsey/donate or for further information on Screwfix, please visit www.screwfix.com.

-ENDS-

About Screwfix:

Screwfix is recognised as being “where the trade buys” offering a straightforward and transparently-priced retail experience that enables busy tradesmen to shop 14,000 products over the phone, online, via their mobile or from their local store.

- From power tools and workwear to cables and pipe fittings, more than 11,000 products are available to collect from the national network of over 300 stores. An extra range of over 3,000 products can be ordered over the phone, online or from a local store for next day delivery, with orders taken up until 7pm to home or site.
- screwfix.com attracts 1 million visitors per week and the Screwfix *Click & Collect* service means customers can conveniently purchase supplies online and then collect from store just five minutes later.
- Customers can contact the UK-based Screwfix call centre free 7 days a week (plus bank holidays) on 0500 41 41 41, or on the mobile-friendly 01935 414141.
- Screwfix stores are open 7 days a week – see screwfix.com for local opening hours
- 94 per cent of customers would recommend a friend to Screwfix.

About the Screwfix Contact Centre:

The Screwfix Contact Centre handles approximately 35,000 inbound calls and 7,000 outbound calls a week. There are also approximately 3,000 internet related actions completed per day. It also supports local and national charities and opens up its Contact Centre for Children in Need donations each year

Customer service has been recognised by accolades at awards in 2011.

- Recognised in four categories at the South West Contact Centre Awards 2011
- Ranked in the Top 50 Call Centres for Customer Services 2011

PRESS information:

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