

# YELL



## Yell sold on Northern Ireland skills

Fast startup in Belfast helps company "hit the ground running"

Yell Group is a leading international directories business operating in the classified advertising market through printed, online and telephone-based media. It is the third largest directory publisher worldwide and is listed on the London Stock Exchange and a FTSE 100 company. With an existing

team of about 11,400 people, the company recently set up a telesales centre in Belfast, Northern Ireland.

**"Finding a supply of young, well-educated and highly motivated people to enable us to meet the rapidly growing demand for our products was a priority for us. We were especially keen**

**to recruit people with the skills and aptitude for telesales. A number of potential UK locations were assessed. From past experience, we knew that Belfast offered a pool of quality people and excellent accommodation."**

Richard Duggleby,  
Head of External Relations,  
Yell Group (UK)





### The Challenge

Yell is an ambitious and fast developing international business that is dependent upon high calibre people. As part of its business growth strategy, Yell began a UK-wide search for a location in an area with a strong work ethic. The key was to recruit people with good interpersonal skills and the ability to sell a range of advertiser products both to existing and prospective customers. In addition, the company required modern accommodation that was both competitively priced and convenient to a pool of potential recruits.

### The Northern Ireland Solution

Yell opted for Belfast as the location for its new UK telesales operation that would service its business expansion throughout the United Kingdom. The centre, an £8.5 million investment, began producing significant new business for Yell from its new city centre offices within six months of the initial decision to open.

Richard Duggleby says: "We've had a field sales team in Belfast for over 20 years and had an in-depth knowledge of the market opportunities in both recruitment and accommodation terms.

"We knew that the excellent education system would enable us to access a pool of quality people with the skills and positive attitude that we required. Finding high calibre people in Belfast has not been a problem. In fact, we were inundated by quality people at our first recruitment open day in Belfast."

### The Benefits

The Yell centre in Belfast was integrated quickly and seamlessly within Yell's UK network, working closely with its central marketing team and undertaking successful sales campaigns for its product portfolio. One focus for Yell is on its growing Yell.com online local search service.

"Telesales is a very challenging activity that isn't suited to everyone. It demands qualities such as patience, perseverance and the ability to relate easily with all types of customers. Our experience in Belfast has exceeded our expectations in terms of the quality of people that we've been able to recruit. Customers have also told us that the Belfast accent communicates warmth and is easy to understand," he adds.

Yell, Mr Duggleby says, has also benefited substantially from Invest NI's experience and extensive range of contacts.

"Invest NI's support and encouragement made it easy for us to locate the new operation in Belfast."

Yell's brands in the UK are Yellow Pages, Business Pages, Yell.com and Yellow Pages 118 24 7, and in the US Yellow Book and Yellowbook.com, all of which are trademarks.

Yell has had a field sales operation in Northern Ireland for over 20 years that currently employs around 30 people.

## ESSENTIAL FACTS

- More than 28 million copies of Yellow Pages directories are delivered in the UK annually.
- Yellow Book USA publishes around 900 directories in 46 states and the District of Columbia, with a distribution of more than 100 million.
- Yell has 3,800 employees in the UK and 7,600 in the US. Of the total, about 7,200 have sales roles.
- The \$1.5 billion purchase of Tran Western in July 2005 and its subsequent integration as part of Yell's US expansion will add a further 2,500 people.
- Yell Group revenue for the year ended March 2005 was £1,285 million and Group adjusted EBITDA was £403 million.

