

# Call Care



# 2026 Service Catalogue

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Human Support. Business Resilience. 24/7

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# Welcome to CallCare

## *Here for You, Always*

At CallCare, we believe every conversation matters.

Behind every missed call is a missed opportunity. Behind every customer query is a chance to build trust. **That's why we're here - 24/7, 365 days a year - acting as an extension of your team.**

Since 1998, we've been trusted by brands across the UK to deliver professional, human-led call handling and customer experience solutions. From critical incident response to compassionate customer care, our team of experts ensures your business never misses a beat, no matter what.

Whether scaling, protecting, or optimising your operation, CallCare gives you the confidence to grow, with resilience built in.

“  
*This isn't just about answering calls or replying to emails. It's about showing up for people with empathy, speed, and professionalism. That's our promise.*

—————  
**Gemma Harding**  
Head of Client Services

”



# Our Approach: Shaping Your Solution

No two businesses are the same, and neither are our solutions.

We don't believe in one-size-fits-all. At CallCare, we take a consultative, collaborative approach to every partnership. Our focus? We need to understand your operation, your goals, and the challenges you face so we can design a solution that works for you from day one.

## STEP 01

### Discovery

We get to know your business inside and out.



## STEP 02

### Custom Strategy

We design a tailored customer contact handling and support model.



## STEP 03

### Seamless Onboarding

We implement work flows, train our team, and test your solution.



## STEP 04

### Go Live & Optimise

Live within days, and continually refined for impact.



## STEP 05

### Reporting & Partnership

You get complete visibility. We stay in sync, adapting as you grow.



# Customer Services & CX Management

*Exceptional service, every time – powered by real people who care.*

Your customers expect speed, empathy, and consistency - we deliver all three. Our UK-based team handles your inbound enquiries with professionalism and warmth, acting as a true extension of your business. Whether you need full customer support or overflow assistance, we ensure your brand is represented with excellence around the clock.

## What's Included:

- 24/7 inbound call handling
- Customer support via phone, email, social media response and live chat
- First-line and technical support options
- Message taking and call triage
- Escalation protocols and custom work flows
- Branded experiences that match your tone of voice
- Real-time reporting and contact insights

“

*Every service we deliver is tailored to what matters most: your customers, your reputation, and your resilience.*

”

**Gemma Harding**

Head of Client Services



# Incident Management Services

*When the unexpected strikes, we help you stay in control.*

From emergency response to business continuity, our incident management services ensure your organisation can respond quickly, calmly, and clearly. Whether you're managing a crisis, coordinating teams, or keeping customers informed, we're your frontline communication partner - ready 24/7.

## What's Included:

- Emergency helplines & crisis response
- Disaster recovery communication protocols
- Staff welfare & absence reporting
- Escalation chains and stakeholder notifications
- Custom scripts for high-pressure situations
- Rapid deployment & round-the-clock availability
- Loneworker
- GDPR-compliant, secure data handling

“  
*True customer experience is built on real human connection — that's what drives everything we do at CallCare.*

”

**Gemma Harding**

Head of Client Services





# Switchboard & Receptionist Services

*Your professional front desk - delivered remotely, flawlessly.*

Make every first impression count. Our remote receptionist and switchboard services give your business the polish and professionalism of an in-house team, without the overheads.

We manage calls, book appointments, take messages, and even support diary management, so you can focus on running your business.

## What's Included:

- Virtual receptionist services
- Appointment scheduling and reminders
- Message taking and call forwarding
- Diary and calendar management
- Bespoke greeting call flows
- Bilingual support available
- Overflow and out-of-hours coverage
- Real-time reporting and contact insights

“  
*We don't just support businesses — we strengthen them. Our mission is to help you thrive, no matter what the world brings.*

”

**Gemma Harding**

Head of Client Services



# Specialist Healthcare Division

## Patient Triage & Care Coordination

### Delivering Personalised Healthcare Support

Our experienced Patient Coordinators assess patients’ conditions and guide them to the most appropriate care pathway. We work closely with GP surgeries, nurses, and emergency services to ensure swift and accurate decision-making.

## Appointment Management

### Seamless Scheduling for Patients

We manage patient appointments across multiple care disciplines, ensuring efficient scheduling for various healthcare needs.

## Signposting

### Seamless Scheduling for Patients

We manage patient appointments across multiple care disciplines, ensuring efficient scheduling for various healthcare needs.

## Patient Admin

Unlike traditional call centres, our Patient Care Coordinators provide an advanced Patient Care Coordinating and Triage Service (PCCTS), ensuring every patient receives the right care at the right time. We work in direct partnership with NHS surgeries, acting as an integral extension of their team.

## Task management

System	Function
EMIS & SystmOne	NHS patient record management
Accurx	Patient communication and triage tool
Docman	Cloud-based document sharing and referrals
E-Consult	Online consultation and triage platform
ICE System	Blood form management



# Performance that Speaks for Itself

*We're not just answering calls - we're transforming customer experiences.*



**of calls answered in under 10 seconds**

(Speed you can rely on — always.)



**250**

**businesses supported across the UK**

(From household brands to growing startups.)

**3.2** million



**interactions handled in the past year**

(Each one delivered with care and precision.)



**availability - with no exceptions**

(Each one delivered with care and precision.)



**95%**

**client retention rate**

(We build partnerships that last.)

**27** YEARS

**of operational experience in mission-critical services**

(You're in expert hands.)

# CX Solutions Built for Every Sector

*Whether you're in healthcare, utilities, or e-commerce, our flexible service models adapt to your industry's specific needs. We don't just understand outsourced customer service - we know your world.*

## Healthcare

GPs, clinics, private practices,  
NHS trusts

## Retail & E-Commerce

Online brands, fulfilment-  
heavy operations

## Education & Public Sector

Universities, schools, and local  
authorities

## Charity & Crisis

Humanitarian Aid, Security  
Risk Management

## Facilities Management

Property firms, commercial  
maintenance, FM specialists

## Utilities

Energy, water, telecoms -  
outage-ready support

## Legal & Professional Services

Law firms, consultants,  
accountancy

## Technology & SaaS

Tech startups, helpdesk  
support, incident lines

## Trades & Construction

Plumbers, electricians, roofing,  
building contractors

## Property Management

Housing Associations,  
commercial property

# Case Studies



***Beaconsfield Road Surgery is a practice with 4 GPs serving 10,400 patients. Based over two sites, the practice had a busy reception team that was often overwhelmed by the sheer volume of inbound calls prior to the current partnership with CallCare Health.***

## The Challenge

With pressures on Primary Care worsening and demand increasing rapidly, the Reception team at Beaconsfield Road Surgery struggled to cope. Patients became frustrated, and even abusive, with increasing wait times and the number of abandoned calls had become excessive. This was exacerbating pressures on the practice as a whole, straining the relationship with the patient base and creating difficult working conditions for both clinical and non-clinical staff alike.

## The Outcome

Drawing on almost 25 years of experience working with the NHS and Public Health England, CallCare Health created a specialised and bespoke outsourcing solution devised specifically for GP Reception Services. Our ability to integrate with clinical systems such as EMIS, SystmOne and VISION allows us to take full control of the Reception Service, unburdening the practice of ringing phones and the stress of managing a now untenable situation. CallCare Health immediately began to improve the call stats on this line, reducing the average wait time by 34%. CallCare Health also reduced the abandonment rate by 70%, meaning that far fewer patients needed to make repeated calls in order to speak to a Receptionist.

Improving those two metrics helped to reduce the average talk time, with fewer patients expressing frustration or complaining. The overall improvement led to greater efficiency, with fewer staff now needed to manage the overall workload.

With the partnership between Beaconsfield Road Surgery and CallCare Health delivering excellent results for both the practice and the patients, Beaconsfield Road Surgery developed the service further and outsourced more complex queries, involving, for example, medication, or results information. The team at CallCare Health now manages simple medication queries relating to drug administration, in addition to advising patients, of their reported tests, including urine, blood tests, CT scans, and any other duties as needed. Further development is planned for the future, with the practice's routine appointment booking line likely to move to CallCare Health. It is anticipated that the team will manage bookings for all routine issues, including but not limited to smears, blood pressure readings, all chronic disease reviews, and arrange appointments for dressing changes for patients with cuts and wounds.

The partnership continues to grow and it is expected that CallCare Health will deliver a strong performance across all metrics on behalf of the practice and its patients. Beaconsfield Road Surgery initially tasked CallCare Health with managing their same-day appointments line, a particularly busy line that involves handling an influx of calls in the morning before navigating disappointment and frustration amongst patients who weren't able to book an appointment.

# Case Studies



***Dreamland UK has been keeping Britain warm for over 50 years. It's trusted products combine cutting-edge technology and unmatched comfort for pure relaxation.***

## The Challenge

CallCare has partnered with Dreamland UK to handle the company's incoming customer service calls. The CallCare team assists Dreamland UK customers with their returns, deliveries, complaints and new product sales.

A significant majority of Dreamland UK customers are drawn from an older demographic. Because of this, patience, understanding and empathy are vitally important for successful interactions. CallCare's dedicated Dreamland UK team have received additional coaching to bolster their existing skillsets in this regard.

## The Outcome

CallCare's thoughtful, tailored approach to customer service has allowed Dreamland UK to confidently entrust us with keeping their customer base happy – and loyal.

As a result, a great deal of pressure has been lifted from the internal Dreamland UK team, which had previously been losing significant portions of the working day to handling incoming calls. influx of calls in the morning before navigating disappointment and frustration amongst patients who weren't able to book an appointment.



***Through understanding our products and customer needs, CallCare has become an extension of ourselves through its provision of support and advice to our customers.***

***We can rely on the CallCare team to deal efficiently and effectively with our consumers' queries in a patient and friendly manner. And in doing so, they relieve pressure from our own personnel, who would otherwise be tasked with dealing with this important area of our business.***



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**Gary Webster**

Financial Controller and Operations Manager



# Case Studies

***Slater and Gordon are one of the UK's leading consumer law firms with lawyers based locally around the country. Their reputation is built on the range of expertise offered by specialist lawyers across all areas of consumer law. They're leaders in the field of group litigation actions, public inquiries and inquests.***

## The Challenge

Slater and Gordon partnered with CallCare in 2013 requiring a reception overflow service. After acquiring various businesses over several years, Slater and Gordon needed a centralised service solution to create one central reception hub.

## The Outcome

CallCare initially provided Slater and Gordon with a reception overflow service to help support their requirement to streamline their recent acquisitions and provide a central point for their customer service and reception.

Once this had been successfully implemented Slater and Gordon reached out to CallCare to expand their service to include inbound enquiries. CallCare helped provide additional resources whilst still providing cost savings for Slater and Gordon. CallCare did this with a fully staffed operations centre waiting to take inbound leads and triage the calls to enable a smooth transition from the first call to a legal advisor. Additionally, CallCare provided translation support to help the client and solicitor effectively communicate, ensuring both parties had the required details for the case. The process was completely bespoke to Slater and Gordon, working together to ensure the right questions were asked to first-time callers and provide high-quality service throughout the customer journey.

After several years working in partnership with Slater and Gordon, on the 26th October 2018 CallCare were able to support Slater and Gordon with handling a large influx of calls and enquiries on a campaign basis. Slater and Gordon were taking legal action against the Volkswagen Group based on illegal levels of emissions from manufacturer vehicles. With minimal notice, CallCare answered 543 calls for the emissions action.

Moving forwards in CallCare's long-standing partnership with Slater and Gordon, CallCare were asked to add another additional service to include support on an internal basis for Slater and Gordon's I.T help desk. This service was provided by our trained staff and set up with Slater and Gordon's own I.T to allow for first-time resolution calls to be achieved. Ensuring basic questions were asked first to help callers resolve their own issues and then escalating those calls which needed more investigation. CallCare has helped save hours of time for the internal I.T resource.

Most recently, as businesses have had to change and adapt their procedures in 2020, CallCare implemented a dedicated team for Slater and Gordon managing their switchboard across the entire group. This came about from the longstanding, quality service that CallCare has provided. CallCare currently provides switchboard services including triaging new enquiries, transferring existing enquiries to specific departments or colleagues within Slater and Gordon. Achieving a high-quality service whilst providing necessary cost savings for Slater and Gordon.



# How NMW & NI Hikes Are Reshaping Business Operations in 2026

**Rising costs force business leaders to rethink their operating model, and innovative CX outsourcing is moving from a nice-to-have to a need-to-have.**

With the latest National Minimum Wage and National Insurance increases now in effect, businesses across the UK are under pressure to rebalance their budgets - fast.

A recent report from Armstrong Watson identifies three key areas where businesses are adapting:

1. **Purchasing Cycle** – Many are re-evaluating supplier relationships, switching from high-cost, inflexible providers to partners that offer broader value, resilience, and ROI.
2. **Sales Cycle** – Automation, service delivery, and omnichannel CX are top priorities. Customer-facing operations are being reengineered to not just cut costs, but also drive growth.
3. **General Costs** – From frontline staff to admin and overheads, leaders are reviewing every expense- looking to reduce headcount without compromising service.

At CallCare, we're already seeing a rise in businesses turning to outsourced customer experience as a strategic cost mitigation tool. By partnering with a trusted outsourcer, brands can maintain - and often enhance - customer service levels without the weight of increased salaries, recruitment, or training costs.

## Insight Tip:

**We recommend reviewing your average cost per contact and comparing this against a managed solution like CallCare - the savings in time, wages, and business continuity often speak for themselves!**

**An employee earning £35k now costs an additional £926 in National Insurance alone.**

With pensions, admin, and holidays, that's easily over £23,000 a year per person.

Instead of sinking money into fixed salaries, pensions, and admin, CallCare gives you **on-demand, flexible, budget friendly CX solutions.**



# A Message from Gemma Harding



## Real support starts with real understanding.

When I speak to business leaders, I hear the same frustrations: rising costs, stretched teams, customers expecting more - all while trying to protect the heart of what makes your brand special. I get it. I've lived it with our clients, especially during the most challenging times - from the peak of the COVID crisis to operational overhauls in healthcare, law, and facilities management.

Outsourcing shouldn't mean losing control or diluting your brand. It should mean partnership - having experts in your corner who care about your success as much as you do. That's exactly what my team and I are here for.

We work closely with every client to build tailored CX support that feels seamless, human, and completely aligned with your goals. Whether you're planning for growth, covering out-of-hours demand, or needing operational relief, we're ready to shape a solution that works - not just on paper, but in the real world.

Let's make 2026 the year your customer service evolves into something extraordinary. We'd be proud to be part of that journey.

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**Gemma Harding**  
Head of Client Services



## Let's Shape Your Solution!

### ***Human-led support. Business-ready results. 24/7.***

Ready to elevate your customer experience?

Whether you're looking for a seamless overflow solution, a fully managed 24/7 service, or tailored support during critical times - we're here to build the right fit for your business.

Let's chat quickly, map out your needs, and show you how much we can take off your plate.

# Meet Sophie – Your AI Call Handling Assistant

Introducing Sophie, the future of intelligent call handling. Sophie is our state-of-the-art AI-driven software designed to transform your call management experience.

Combining advanced interactive AI capabilities with cutting-edge sentiment analysis, Sophie efficiently triages incoming calls, ensuring your customers always reach the right solution, swiftly and smoothly.

## How Sophie Works:

- **Interactive AI:** Sophie engages with callers naturally and conversationally, providing immediate responses, accurate information, and ensuring a personalised experience every time.
- **Sentiment Analysis:** Leveraging advanced sentiment analysis, Sophie identifies the caller's mood, tone, and urgency, prioritising calls effectively to optimise customer satisfaction.
- **Efficient Triage:** Calls are instantly categorised based on urgency and intent, ensuring that critical issues are escalated quickly, while routine queries are resolved promptly by Sophie herself using FAQ's and other knowledge bases.

## Why Choose Sophie?

- **24/7 Reliability:** Sophie operates around the clock, consistently delivering exceptional CX without breaks or downtime.
- **Enhanced Customer Experience:** By understanding caller sentiment, Sophie offers tailored interactions, greatly enhancing customer satisfaction and engagement.
- **Reduced Operational Costs:** Automation of routine queries frees up your human team to focus on more complex issues, maximising overall operational efficiency.

## Experience the Future Today

Bring your call handling into the future with Sophie. Discover how seamless, intuitive, and effective call management can be.

**Ready to meet Sophie? Contact our sales team today or visit our website to learn more.**





### AI Adoption & Market Growth

- In 2026, **87%** of call centres are projected to integrate some form of AI technology.
- The call centre AI market is expected to grow from **\$1.7 billion in 2022 to \$3.6 billion by 2026**, marking a **111.77% increase**.
- By 2026, AI is projected to handle **95%** of all customer interactions, encompassing both voice and text.

### Efficiency & Cost Savings

- Businesses utilising AI-infused virtual agents can reduce customer service costs by up to **30%**.
- Klarna's AI chatbot manages two-thirds of its customer service inquiries, effectively performing the work equivalent of **700 full-time agents** and has improved response times from **11 minutes to under 2 minutes**.
- Comcast's implementation of AI tools for real-time agent assistance has led to a **10% reduction** in the time agents spend per conversation, translating to significant annual savings.

### Customer Satisfaction & Experience

- 59% of consumers believe generative AI will change how they interact with companies in the next two years.
- 43% of customers are excited about using generative AI in customer service.
- Fiserv's integration of conversational AI into customer feedback processes resulted in a 10-point increase in Net Promoter Scores (NPS) across multiple customer touchpoints.

### AI vs. Human Agents

- Salesforce CEO Marc Benioff stated that AI has evolved to a point where it is indistinguishable from humans in customer service roles.
- Octopus Energy reported that emails written by AI delivered **80% customer satisfaction**, surpassing the **65%** achieved by human agents.

# Call Care

## Get in Touch

Talk to our team:



0345 055 8444



[enquiries@callcare247.com](mailto:enquiries@callcare247.com)

Explore our services:



[callcare247.com](http://callcare247.com)

## Accreditations



Scan the QR  
code to Book a  
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*Prefer a quick call-back?*

*Leave your details and we'll be  
in touch within 1 working day.*

