



## NEWS ANNOUNCEMENT

### **Simply Business Contact Centre to benefit from U-WFM's Cloud Workforce Management**

**London, 27th June 2019:** U-WFM has been selected by Simply Business to provide Workforce Management in the Cloud services for its Contact Centre in Northampton.

With over 580,000 customers, [Simply Business](#) is one of the UK's biggest business insurance providers. Making it simple for small businesses, landlords and the self-employed to create tailored insurance policies, the fintech company has offices in London, Northampton, and a growing Boston office in the US.

Technology is a vital part of Simply Business's success. Supported by full-service in-house data capabilities which optimise efficiency and streamline customers' online experience, yet Simply Business recognises that some customers prefer to speak to someone over the phone regarding their insurance. That's where over 200 skilled consultants based in Northampton come in. U-WFM's flexible workforce management functionality will support Simply Business by providing automated task forecasting and scheduling for its entire Contact Centre workforce. The solution is scalable to meet the increasing volume of policies and subsequent contact into the company and deliver the optimal customer experience.

Daniel Cotton, Head of Operational Innovation at Simply Business says, *"Our partnership with U-WFM is symbolic of our ambition to create one of the UK's most progressive Contact Centres. We believe our customers of small business owners deserve the best possible insurance experience online and through the Contact Centre – so anything which enables a simpler process, including handling customer interactions even more efficiently, is to be welcomed. Crucially, our consultants will benefit too from the added flexibility U-WFM provide to our Operations – at an exciting time as we experiment our way to turning perceptions of what its like to work in a call centre on its head."*

U-WFM's CEO Matthew Hughes says, "*As passionate technology companies, there is a lot of synergy between U-WFM and Simply Business. One of the many advantages of U-WFM is that it can quickly scale up so it's great to partner with Simply Business during a sustained period of record growth.*"

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## Notes for Editors

### About Simply Business

**Simply Business** is one of the UK's biggest business insurance providers, insuring over 580,000 small businesses and landlords across Britain. Launched in 2005, Simply Business provides an online brokerage service, delivering policies tailored to individual business requirements.

Using the power of tech and data to create the best possible customer experiences, Simply Business employs over 600 people across offices in London, Northampton, and Boston in the US. Owing to its internal underwriting capability, Simply Business can cover over 1,000 trade types – ranging from plumbers to accountants to dog walkers.

An accredited B Corp for their positive social impact, Simply Business has also been voted the Sunday Times Best Company To Work For twice in a row.

### About U-WFM

At U-WFM we believe there is an easier way to deploy Workforce Management and make it accessible to all contact centres, regardless of size. We offer our Workforce Management platform as a 100% cloud, OPEX based solution with zero capital outlay and technology hassle. This allows our customers to immediately become more effective, efficient and economic on a pay-as-you-go basis, but still benefit from a premium Workforce Management solution.

There are no exclusions to the U-WFM solution, we believe in delivering all the benefits to our customers, all of the time. For more information, please visit [www.u-wfm.com](http://www.u-wfm.com)

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