

UniGuide CallCenter Gotland, Sweden



Short presentation:

Background:

- ◆ Age 51
- ◆ Education: Systemdeveloper
- ◆ 12 years in the CallCenter Business

Former occupations:

- ◆ Product Manager ABB (SYMBOL 4000 Cad system)
- ◆ IT consultant for 10 years in a company owned by me and two partners. Consulting for ABB.
- ◆ Site Manager, Production Manager, Business Developer and CEO in the CallCenter Business
- ◆ CEO UniGuide





An area without internal frontiers in which the free movement of services is ensured. Beneficial for economic and social progress within EU.

My views of the Service Directives objectives to ensure free movement and simplify the process.

- ◆ Points of single contact, the purpose- MAKE IT SIMPLE!
- ◆ Authorisation Procedure
- ◆ Ethical/cultural differences
- ◆ Standards – to think about
- ◆ SWOT, free movement within the European market
- ◆ Summary

Facilitate free movement for SME.

To fill the function they have to:

- ◆ Contain all information needed
 - ◆ All applications and documents needed
 - ◆ Branch specifics, ethical rules
 - ◆ Labour law

- ◆ Be easy to use
 - ◆ Comparable between countries
 - ◆ Uniform

- ◆ Be coordinated
 - ◆ Conducted by the commission

Easy, fast and cost effective

- ◆ Changes of national laws and rules?
 - ◆ Time frame
 - ◆ Follow-up

- ◆ Burden of evidence: moved from the company to the authority in respective country. Excellent!

But.....

- ◆ In reality?
 - ◆ Solvit – 10 weeks
 - ◆ Tacit approval – time frame set by member state

Variations between countries put demands on information.

- ◆ Information structure will be needed
 - ◆ What information is needed?
 - ◆ Who is responsible for that?
 - ◆ Where can I find country specifics/branch specifics?

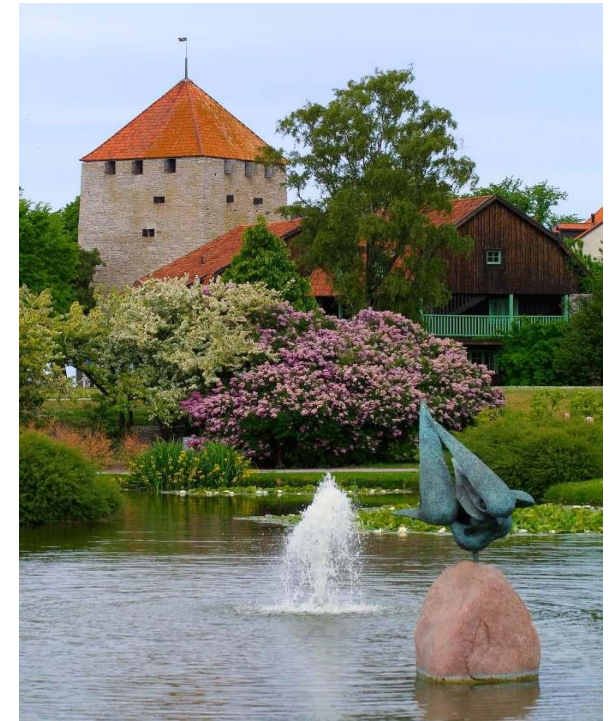
You can't compare a service with a product.

- ◆ Carefull... leave room to personalize the service.
 - *"You get what you pay for"*, Quality differences.
 - Consumers/producers requirement of diversified services.

<p><u>Strengths</u></p> <ul style="list-style-type: none"> Easy to grow Easy to market Competitive market Diversified services Better services 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> Point of contacts (not uniformed) The content (immense) Tacit approval (time frame)
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> Going Global/Acting local Marketing Devloping new services Wider choice 	<p><u>Threats</u></p> <ul style="list-style-type: none"> Competition, pricing – short term Burden of evidence, the process Standards Lack of information



- ◆ Point of contacts: The commission need to take part in the coordination.
- ◆ Follow up regarding changes of national laws/rules.
- ◆ Make sure that all authorisation processes will run with time perspective.
- ◆ Be carefull with Standards



Don't forget
INFORMATION!



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