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PART 1

Your Red Nose Day photo album

How you helped the Comic Relief telethon…in pictures. Please let your staff know that all of these pages are also on our web site – go to www.call-centre-europe.com, click on features and select Issue No. 82. If you would like free pdfs for your own use, please email editor@call-centre-europe.com. And if your call centre is taking part in the Children in Need telethon (November 20th), please also email editor@call-centre-europe.com to be featured in Call Centre Europe

***Barclaycard**'s head of customer service, Pete Bell, came up with the idea of role reversal for the evening, so advisors and managers switched jobs. Three call centres, staffed by a total of 450 volunteers, took donations totalling nearly £212,500. Other events included wearing pyjamas to work and, using a stairwell, climbing the height of Everest. **Pictured** – Mr Bell announces the total so far; from left: Jonny Hulatt, Rachael Graham and John Hambridge*

*With the office decked out in balloons and bunting and the 100 volunteers dressed in red – including eyelashes – **British Airways'** Manchester call centre took donations worth just under £94,000. A raffle raised another £1,000. **Pictured** – red was the colour for BA volunteers*

*More than 350 volunteers, many in fancy dress, at **Britannia Building Society's** customer support centre in Leek handled almost 2,500 calls, taking more than £80,000 in donations. Neville Richardson, group chief executive, said: "I'm really proud of our exceptional team here at Britannia who threw themselves into the spirit of Red Nose Day and contributed on the evening to a truly fantastic atmosphere." **Pictured** – Sarah Hodgkiss (spotted top), planning and project support manager, group communications; and Danielle Hill (red nose), developer, business change team.*

*Ten **British Telecom** call centres – plus a temporary site at BT Tower in London – handled calls and held fundraising events. They were Aberdeen, Cardiff, Glasgow, Leicester, Newcastle, Plymouth, Sheffield, Thurso, Truro and Warrington. Chris Roberts, director of business service management, helped to take calls in Plymouth. He said: "It was quite scary for me to go on-line, but the coaches showed me very quickly how to enter a pledge. Very good for a senior manager's humility to be seen to throw themselves into the abyss and make mistakes. I didn't get many large pledges during the evening, but lots of small ones from people who were clearly making cut backs to afford it. One lady I remember above all others was crying so much following an appeal video that she could not see the number on her card. I will remember this impact for a very long time." **Pictured** – Glasgow: John Healy, who auctioned himself as a slave for the day, gets down to work; lookalikes in Plymouth; nose-to-nose in Warrington; BT Tower: Andrea Smith, Annette Moore and Jacqueline Middleton*

Part two of your photo album is in the next issue of Call Centre Europe