

Miss Lyn Sweeney  
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London  
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Tel: 07123 456 789

10 January 200X

Ms. Jane Tring  
General Manager  
Sweet Airlines  
123 Tower Road  
Hayes  
Middlesex  
UB3

Dear Ms Tring

**Ref: Call Centre Manager Vacancy**

Sweet Airlines is a company that I hold in high regard and in response to your advertisement placed in the Times on 5 January, I am writing to apply for the position.

As you will note from my attached CV, I have eight years' progressive experience in the call centre environment working for Samsung; six and a half of which have been managing call centre and customer support teams of up to two hundred and fifty staff. As well as managing, motivating and ensuring that the team met targets and standards set by the company, my role encompassed managing all aspects of the shop and treasury functions.

As a Customer Service Executive, I developed call centre training and coaching solutions that produced excellent results for the business and high levels of customer service. Some of my career highlights include:

- setting up a start up team of Executives and Senior Technicians, a team that was fully operational within just one month;
- assisted the sales team with developing new products and services that contributed to a 40% increase in the company's customer base; and
- instituted technical efficiencies, which improved customer response times by 100%.

I have a high degree of business acumen coupled with strong analytical and problem solving skills. Additionally, I have strong communication and presentation skills, and am fluent in written and spoken Spanish and German. I also possess a Secondary School Diploma and have a sound knowledge of Microsoft Office applications.

With a record of outstanding success in a fast-paced manufacturing company, coupled with my commitment to work hard to fully appreciate and understand your company's culture, your products and services as well as getting to know the demands of the customers, I am confident that I would make a significant contribution to Sweet Airlines.

I would welcome the opportunity to discuss my application in more detail and I look forward to hearing from you soon.

Yours sincerely

**Lyn Sweeney**