

Elizabeth Miller

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Application: Call Centre Team Leader position at BT Group

Dear Hiring Manager,

I am writing to express my interest in the Call Centre Team Leader position at BT Group. Having followed BT's commitment to customer-first service and digital innovation, I am inspired by your approach to delivering seamless experiences across phone, chat, and online channels. I believe my background in leading high-performing call centre teams, combined with my passion for mentoring and improving customer journeys, makes me a strong fit for this role.

Beyond managing day-to-day operations, my approach centres on fostering trust, both with customers and with the agents who represent the brand. In my current role, I have developed coaching programmes that don't just improve KPIs but also build agent confidence and resilience. I've seen how a well-supported team can turn even the most challenging customer interactions into opportunities for loyalty and advocacy. At BT, I would bring this same focus on equipping advisors with the tools, processes, and encouragement they need to thrive.

I am particularly drawn to BT's emphasis on digital transformation in customer contact. My experience with CRM platforms such as Salesforce and HubSpot has taught me how to leverage data to identify service gaps, anticipate customer needs, and create tailored solutions, skills I would apply to support BT's strategy for enhancing efficiency and personalisation at scale.

I would welcome the opportunity to discuss how my leadership style, customer-centric mindset, and ability to deliver measurable improvements could contribute to BT's call centre operations. Thank you for considering my application, and I look forward to the possibility of joining a company renowned for shaping the future of customer communications.

Sincerely,
Elizabeth Miller

Attached: CV