

## Rédiger une lettre de motivation

La lettre de motivation (*cover or covering letter*) accompagne votre CV. Elle permet de vous présenter et de mettre en avant vos qualités et les raisons pour lesquelles vous postulez.

### Job ad

*Managing a call centre in Covent Garden. Full-time. Permanent. £22,000-25,000 a year. You'll ensure the smooth running of call centre operations at our Central London site. We expect you to devise, develop and deliver new strategies, constantly improving our call centre operations. Knowledge of call centre technology and industry developments and practical experience are essential. Apply to Janet Smith, Personnel Manager.*

Paige Lowell  
25 Chatham Street  
Liverpool L69 7ZH  
07 33 81 07 5085  
plowell@liverpool.ac.uk

Sender's name,  
address, phone number  
and email address

Ms Janet Smith  
Personnel Manager  
Johnson Ltd  
Covent Garden, London

Addressee's name,  
position, company  
and address

October 12th, 2020

Date

Dear Ms Smith,

Opening salutation

I'm keen to be considered for the role of manager of your call centre based in Covent Garden as seen on [www.indeed.co.uk](http://www.indeed.co.uk). This is precisely the position I am looking for.

Reference to the  
position advertised

I have three years' experience as a call centre team leader, managing 65 people for leading UK household insurer, Endsleigh. During this time I have:

- decreased customer waiting times by 4% by incentivising quick call responses and implementing a colour-coded display to inform team members of customer waiting times;
- trained the team which has increased job satisfaction (reducing absenteeism and sickness) and eased holiday or off-site training cover;
- championed implementation of new software. Early indications are that the software has increased productivity by 2%.

Experience and  
achievements

I would relish the challenge of working for such a high profile company as yours and admire your commitment to customer service. I can assure you that my experience, industry knowledge and track record to date make me a strong candidate for this role.

Motive for applying

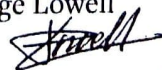
Please find my CV attached for further details.

Reference to CV

I look forward to hearing from you soon.  
Yours sincerely,

Formal ending

Paige Lowell



Handwritten signature  
Sender's name

Enclosure: CV

Document enclosed