

## **UK Certificates Processes Its 100,000th Transaction. Replacement Certificate Provider Reaches Landmark Number of Transactions.**

*On Friday 13th of June 2008, leading provider of replacement birth certificates, UK Certificates, processed their 100,000th transaction since launching in 2003. The landmark transaction was processed just over year after their revamped website was launched to provide a total certificate supply solution.*

June 17, 2008 (FPRC) -- In addition to supplying replacement birth certificates, the company also replaces lost marriage certificates and death certificates, as well as providing a manual research service to verify a birth, death or marriage event. It is this combination of services and a consumer focused philosophy that Sarah Lawrence, Customer Services Manager at UK Certificates, believes has helped the company become the choice of so many individuals "One of our key aims at UK Certificates, has always been to provide the customer with a complete certificate supply service. Our customer demographics vary and we therefore need to be flexible to satisfy their different needs; some of our customers may be looking to replace a lost birth or adoption certificate due to them having been mislaid, others will be researching their family history and will want to confirm a marriage in the 19th century. By supplying services that suit these varying requirements we have been able to reach this significant volume of transactions".

The re-launch of ukcertificates.com in May of last year has also had a significant role to play in the company's success. Increased functionality has helped to ensure the user experience is seamless and an in-depth search engine optimisation program has allowed the site to enjoy high rankings for relevant terms in all of the major search engines (leading to an increase in visitors). But whilst the website re-launch has considerably enhanced sales volume (nearly 25% of total sales (22,228 orders) was achieved since re-launch in May 2007), Sarah Lawrence is keen to point out that the quality of service her team provides is a key driver to success "The customer services department at UK Certificates is second to none. Our representatives have to handle a huge variety of queries, one minute they can be processing a simple birth certificates replacement request as a customer has to obtain a passport for their holidays, the next they could be ordering an adoption or death certificates- sensitive matters that require a lot of tact - whatever the customer's specific needs, each is treated with the same, high level of professionalism and commitment."

### Notes to Editors:

www.ukcertificates.com UK Certificates is a secure online personal documentation retrieval service acquiring replacement birth certificates, certified death certificates, copy marriage certificates, adoption certificates and divorce certificates from the appropriate UK Government offices or relevant England or Wales court. Sarah Lawrence boasts over 17 years experience in the field of customer services and satisfaction. In her role UK Certificates, she ensures the smooth day to day running of certificate fulfilment and customer enquiries.

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