



United Call Centers Ltd.

Guidelines for Ethical Leadership

"Be honest. Treat others as you want them to treat you."

The principles of Ethical Conduct for the Leaders of United Call Centers Kft. (Ltd.):

- UCC Advocacy /In all circumstances, the company's profile is represented/
- Empathy /Understanding others, acceptance, support/
- Principle of equal treatment /Non-discrimination/
- Management Authority /Respect for each other, prohibition of the violation of managerial authority/
- Humane attitude /Human values in mind/
- Explicit communication /Open, clear, friendly communication respecting the interests of the other party/
- Flexibility /Adaptation to the conditions and to the other party/
- Ownership /Awareness of the consequences of actions and behaviour/
- Consistency /According to conscious and prudent principles/
- Determination /Confidence in action and decision ability/
- Positive attitude /Representing a „can do” attitude and cheeriness, creating a friendly atmosphere/
- Motivation /Motivation of each other, encouragement/
- Collaboration /Assisting each other, thinking together in a team, listening to others/
- Willingness to agree with compromise /Concessions, exercise of self-criticism/
- Confidentiality /treatment of personal and business information as a secret/
- Ownership /Responsibility for company property and property of others/
- Driving impression /Proper appearance, cultured behaviour/
- Striving for safety /Health and safety aspects/
- Environmentalism /Paying attention to our environment and motivating others too/
- Leading by example /Representation of specific ethical guidelines, adherence to and enforcement of proper behavioural patterns/



It is important for managers to be credible and to represent responsibly the ethical guidelines set out by UCC in every situation.

Miskolc, 20th October 2017.

Zsolt Kerekes
Managing director

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Operational manager