

Novacraft. Future Ready.



NOVACROFT

JANUARY 2026
Version: 1.0

ABOUT

Founded with passion for positive change, we are a purpose-driven company dedicated to helping organisations thrive in an increasingly complex world.

Novacroft’s **mission** is to enable organisations to thrive through smarter systems, sharper insights, and stronger relationships.

By delivering expert customer care, simplifying processes and deploying our streamlined solutions based on the latest technology, we have saved our clients in the transport sector £25m. We’ve enabled 250,000 members of a leading UK charity to apply online for membership, administered and delivered £55,000,000 in energy grant funding, and enabled 70,000 volunteers to support 14 million visitors for the London Organising Committee of the Olympic and Paralympic Games. Since 1998, together we have made a difference to more than 32 million people’s lives.

Our **values** of collaboration, integrity, innovation, and compassion guide everything we do.

Here are some of the clients we’ve partnered with:



Charles Novacroft Direct Ltd, trading as **Novacroft**

Registered in England & Wales no. 03601214

Founded **1998**

Northamptonshire, UK

150 team members

BUILDING A BETTER FUTURE

CORE SPECIALISMS AND CAPABILITIES

Customer Experience (CX) Support & Contact Centres →

Omnichannel | Inbound | Outbound | Scalable | Rapid ramp up / down | Cloud based

Strengthen relationships and build long-term loyalty with expert CX support.

Data Insights & Analytics →

Transform data into powerful insights from interactive analytics that drive smarter decisions.

Process Administration & Scheme Management →

Smart card production | Mailing fulfilment

Get your communications to customers smoothly and speedily.

Innovation & CX Laboratories →

Test and trial new ideas in a clean room environment.

Digital Transformation Services →

Streamline operations and focus energy where it matters most.



KEY PERSONNEL

Debra Charles

Founder & CEO

Debra founded Novacroft in 1998 on three pillars; people, processes and technology, and continues to lead the team today.

David Oladiran

Chief Commercial Officer
CCS Supplier Framework Manager
CCS Supplier eSourcing Contact

David heads up all Novacroft growth and client liaison activity.

Carl McLaughlin

Chief People Officer
CCS Supplier Deputy Framework Manager

Carl leads Novacroft's HR, Contact Centre and customer experience operations.

Karen Hodkinson

Chief Compliance Officer
CCS Supplier Compliance Manager
Supplier DPO

Karen manages all aspects of compliance and governance at Novacroft.

Tracey Cunnington

Marketing Coordinator
CCS Supplier Marketing / Website Contact

Tracey coordinates all Novacroft's marketing activity.



Certificate number
FS 637158



Certificate number
EMS 637154



MAKING A DIFFERENCE



Case study: Transport for London (TfL) Concessions Schemes Management

Putting customers in the driving seat

Service

Novacroft has been Transport for London's (TfL) supply partner since 2001, answering calls from TfL customers for all concessionary Oyster photocard schemes. We provide and manage online application services, including payment and refund processing. We also produce, encode and dispatch all concessionary Oyster photocards to ensure Londoners keep moving.

Results

- Over 19 million TfL customers helped since 2001
- Circa 1 million cards dispatched in 2025
- Circa 1 million calls answered in 2025
- Circa 90,000 web form queries handled for TfL customers in 2025

Novacroft manages inboxes for 18+ concessionary Oyster photocard-linked establishments, receiving 10,000 emails per year. Queries are consistently responded to within a 24-hour SLA.

With a continued focus on increasing and improving the value realised by clients, in 2024/2025, we delivered 47 additional email and SMS campaigns, sending 1 million proactive customer contacts to deliver a better customer experience.



Case study: Royal British Legion (RBL)

Supporting the legacy of veterans and RBL members

Service

Novacroft has worked with the Royal British Legion (RBL) since 2014 to provide a membership telephone helpline for RBL members and operate a self-service web portal to enable online membership applications and renewals, including payment processing, and produce, fulfil and dispatch membership cards.

Results

- Over 175,000 membership cards and payments processed for new and renewing members in 2025
- 50,000 calls answered in 2025
- 98%+ consistent quality scores based on a 5% sample rate per month
- 92%+ consistent Contact Centre Advisor Net Promoter Score (NPS) for customer service (based on post-call surveys for the last 12 months)

Working with stakeholders at RBL, Novacroft has developed community relationships and extensive knowledge. Each contact is individual, and we recognise the importance of our interactions with members.

Charity support

We run fundraising and events to support local charities - £30,000+ raised to date - and utilise our technical skills to, e.g. build a website for Mencap so it could reach out to local people, and volunteering locally for causes we care about.

CharityForum

Our CharityForum brings together senior charity leaders to help the sector thrive through collaboration and action. Since 2019, Novacroft has delivered c£275,000 pro bono digital consultancy work for the charity sector.

Community investment

We encourage everyone to make meaningful use of the four paid volunteering days we offer annually.

Environmental protection

We're ISO 14001 certified, meaning we're on top of our environmental impact and all we need to do to reduce energy use and manage the waste we generate systematically and sustainably.