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## **Inkfish Signs Contract to Provide Call Centre Services for the Genie Mobile eShop**

Inkfish call centres limited, the Slough based call centre specialist is delighted to announce that Genie has awarded its first inbound telesales campaign to them. In addition, Inkfish will also provide telephone support to customers purchasing from Genie's online shop [www.genie.co.uk](http://www.genie.co.uk)

Inkfish call centres limited worked closely with Genie to develop a service and project plan to manage the demand for call centre assistance generated by their Christmas marketing.

Sue Marshall, Inkfish sales and marketing director explains:

" We were extremely excited when we received the call from Genie. I explained that our approach is somewhat different from other call centres in terms of set up, pricing and training. At Inkfish we have complete confidence in our teams of operators and management. This means that we are not only prepared to work on a risk: reward basis, but we positively encourage our clients to work with us in this way. "

The team members didn't have long to wait. Genie wanted the service set up quickly, but without loss of quality and conversions. A team of 30 agents, rising to 55 was required. No mean feat! Inkfish knew that it was up to the challenge, having set up a similar sized project offering technical support services in less than a week.

Sue Marshall feels that it is also an important step for Inkfish:

" Inkfish has grown by an impressive 100%+ year on year, primarily due to client retention and referral. Up until just recently, I had a hard time convincing prospective clients that Inkfish could offer the capacity and service levels required for dedicated projects and managed services. There is a comfort level in using the top 10 and perceived risk in awarding strategic contracts to a relatively unknown, and privately owned company

However, Sue is confident that, given the opportunity to perform, Inkfish can deliver and delight:

" Our approach and proven track record have stood us in good stead, and we now boast an impressive client list. The Genie project will raise our profile in the market place, ensuring that we continue to grow, continue to offer service, which is second to none, and continue to convince clients used to dealing with the big 10 that Inkfish can compete."