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## Inkfish makes Prowting feel at Home

Inkfish call centres limited are delighted to announce the award of a new inbound telemarketing and fulfilment contract from Prowting Homes, one of the UK's premier house-builders.

Prowting Homes shows real commitment to their customers. They understand that buying a new home is the single most important purchase many of their customers will ever make. They have therefore developed a range of homes, which closely match the requirements of the people who buy them; offering superbly designed homes to suit every taste and budget.

Because they believe in making the purchase of their homes as easy as possible for their customers, they make the "Prowting Promise" to give assurance of their exceptional quality, craftsmanship and standards of service. In line with this promise, Prowting are committed to innovative services and a programme of constant improvement, and in early 2001, began an initiative to improve their customer service by centralising their customer enquiry lines and fulfilment handling. Prowting decided to call in the specialists; did their homework, and approached Inkfish.

Inkfish were delighted with the challenge that Prowting presented to them. With over 60 new build sites, staff at Prowting's four regional offices were inundated with telephone enquiries; likewise, the site staff were constantly taking telephone calls and personal requests for brochures, whilst attempting to give the best possible service to site visitors who wished to visit their show homes. Prowting were looking for a contact centre, which would help them to stream line customer contact and improve efficiency.

Their requirement was for all 60 site help-line telephone numbers to be routed in to Inkfish so that their advisors could offer inbound telephone response, provide information on properties and locations, data capture without appearing to interrogate customers, and take brochure requests. They also required an account management and reporting service to standardise their direct mail and centralise the help-line operation.

The Inkfish/Prowting partnership began in February this year with a three-month trial. This was successful, and has now been extended for a further year.

Call centre advisors employed on this project have been fully trained by both Inkfish and Prowting Homes, and have the expertise to treat callers in a most professional and knowledgeable manner. Advisors were taken on visits to local sites to view the new Prowting properties, so that the information and advice they give to customers comes from their own first-hand experience, not just from what they read on their screens.

Gaynor Fisher, Prowting's Group Marketing Director, is highly impressed with the results consistently being delivered by Inkfish, and says of the award

"By extending our contract with Inkfish for another year, we are demonstrating our confidence in them to continue to provide a quality service to our customers. We chose Inkfish because we believe them to possess similar values to ourselves in terms of commitment to service and quality, and we trust them implicitly to treat our customers with the same courtesy and respect that we would ourselves. With Inkfish

handling all our telephone response, our site staff are now free to focus on the visitor; to devote time and attention in responding to their viewing needs”

She continues

“ We are looking forward to a long and mutually successful partnership with Inkfish. We see Inkfish not only as our partner, but as an extension of our company's customer relationship management initiative.”

Sue Marshall, Inkfish Sales & Marketing Director, echoes Gaynor's comments, and is extremely glad to be able to announce this major project award.

“ It is always a pleasure to win contracts like this one” says Sue. “ It means that a major household name; whose very purpose is to provide exactly what the customer desires, has confidence in Inkfish to join them in delivering these high standards. It means that Inkfish's ability to deliver these standards is undisputed. It means we have taken our place as one of the best call centres in the UK”

Inkfish call centres limited has seen a number of new project wins during the past year, and is proud to be linked with many major household names, such as Daewoo Cars, Sky Digital and BT Genie. A new site was opened in August 2000 to house the newly awarded Tiny Computers Warranty and Technical Support Project, and just recently, a third site became operational in Brighton to house a new contract for a major mobile telephony provider and to facilitate Inkfish's ability to continue its impressive growth.

As Prowting Homes' customer service commitments continue to evolve, so Inkfish as their partners will be standing by to offer assistance in providing additional services to integrate all aspects of their customer relationship management in the future.