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Inkfish Expands Sales & Operations in line with Continued Growth

Inkfish call centres limited has recently announced major changes to its management structure which, as well as dedicating the expertise of two of its existing managers to improving the sales & operations functions, will see the recruitment and launch of a brand new sales team during March 2001.

Inkfish, the Slough-based outsourcing specialist, has seen growth of 100% year on year since its formation in 1994. It is extremely proud of its reputation for client retention and staff attrition and attributes this strength to its development of people; the agents, who together form that all-important professional front line which keeps Inkfish at the forefront of the call centre industry.

Inkfish forecast yet another record year in 2001 leading the directors to recognise the need for significant change; not only to drive the business development operation, but also to ensure continuity of service to existing clients as the company continues to grow.

Ian Bateman, expands his role from Operations Manager Slough, taking responsibility for both Slough and Redhill sites, and following the news of a third Inkfish site being opened in April of this year, is ready and eager for the challenge!

Ian joined Inkfish in October 2000 from the Franklyn Mint where, as Operations Director for Europe, his role encompassed sales, customer service, telecommunications, retail, and finance. It was Ian's successful track record, offering this remarkably wide range of expertise which made him the perfect choice to manage the call centre operations across all Inkfish sites. Ian is very excited with the developments at Inkfish and says of his promotion "I am absolutely delighted with this new challenge. I am convinced that the new management structure is the right one for Inkfish, and will be proud to be part of the continued growth and future success that the company so richly deserves"

He continues "I am a firm believer that a company is measured by its "deliverability" in business. We have to deliver what the client wants, when the client wants. It is the only way to remain competitive in this fast-moving industry. Inkfish has made significant strides forward over recent years, offering just this flexibility and remaining pro-active to changes in client requirements. We have developed a winning formula in the operation of our call centres and as we grow, this formula must be retained, and built upon. The service to our clients has to be continuous and the growth of our company must not detract our attention from providing the service levels that clients expect from us."

A major task for Ian will be to ensure that the quality of the Slough and Redhill call centres is mirrored by the new site due to open in the Spring, and to ensure that new prospects are encouraged by the adaptability of Inkfish to provide a quality call centre service in any of the sites they provide.

Whilst Ian's role will serve to improve the quality of service Inkfish offers to its existing clients, another appointment has been made to ensure that business development opportunities are maximised – the role of Sales Manager has been accepted by Kieron Sumner, previously Business Unit Manager at Redhill.

Kieron has been with Inkfish since July 2000, and as Business Unit Manager, performed a dual role, encompassing the successful set up and management of the the Redhill site for the Tiny Computers

Technical support project, coupled with a sales function to enhance business opportunities within the IT sector.

Kieron was a natural choice to head up this new sales team, having worked in sales management for 15 years, where setting up and managing dynamic sales teams comes as second nature to him. He is very much at home with this project and is enthusiastically recruiting his new team of six.

Kieron has very clear views on the success of his team. "Optimising business opportunities for a call centre is rather like building bricks" says Kieron. "Each piece has to overlap in order to build a solid structure. . Whilst developing the Inkfish growth strategy, it was recognised that an integral part of this future development was to concentrate on large, long-term contracts and outbound opportunities from 9am to 9pm to ensure that there are no empty desks. There is only one way to achieve this – a dedicated sales force with a firm structure, focussed on winning the right contracts."

The new sales team will be tasked with securing contracts from a variety of different businesses in order to compliment the client mix and gain maximum benefit , ensuring that the call centres are fully utilised to maximum capacity.

Sue Marshall, Sales & Marketing Director, has always been the driving force behind the successful award of Inkfish's larger contracts such as Renault and Tiny. As one of the instigators of this new management structure, Sue is looking forward to the formation of the new sales team. With Kieron now behind the wheel, driving the sales force, Sue can return to her first love, which is devoting her time and attention in pursuing high profile contracts with large and prestigious clients.

Within the new structure, the Inkfish Sales team will be working much more closely with account management to provide the necessary links for future business growth. Account Management are focussed on retaining clients; they nurture them and give them that all-important "tender loving care" they need to feel valued. In this way, as their business requirements change, so we have to change. Account managers are first in line to see those changes, recommending to clients and the sales team, areas where additional services could offer mutual benefits. Through their growth we can look for new opportunities.

One thing is certain, Inkfish has been moving at such an impressive rate, it will not take long for the significance of these management changes to be seen and proven in the marketplace.