



April 2002

Inkfish welcomes Ian Bateman to the Board of Directors

Inkfish call centres limited, the wholly-owned subsidiary of Domestic & General Group PLC, has recently announced the promotion of Ian Bateman from Operations Manager to his new role of Operations Director. Since Ian joined Inkfish in October 2000 he has seen the company grow from strength to strength and has been instrumental in ensuring that the expansion was controlled and managed, to ensure continuity and the success of the business moving forward.

One of Ian's primary tasks is to ensure that the management teams have sufficient resource to manage increases in business and headcount. His skill in identifying the right people, at the right time, for our clients and our business is legendary. Ian has excellent communication skills, bringing new business development, operations and client services closer together than ever before; critically important during our continued growth. His expertise has enabled Inkfish to maintain its impressive growth without compromising the quality which our clients have come to expect.

"Most people assume that my role is firmly focused on the actual operation of the call centres" says Ian. "Of course," he continues, "this is partly so, but operations don't work without people. My job is to use my skills and experience to develop others; working with call centre managers, giving them confidence to manage their call centres as individual business units, in turn adding to the successful operation of the business as a whole. The way to do this is to be out there talking to people, watching, listening and guiding, so that business opportunities are maximised and people feel valued."

Ian joined Inkfish from Franklin Mint where, as European Operations Director with responsibility for customer-facing activities across 10 European markets, Ian developed the 150-seat bi-lingual call centre into a thriving business unit to the point where calls from the USA were being handled in London on behalf of the American parent company during busy periods. Moving to Inkfish, Ian was keen to take on the challenge of managing operations over multiple sites and bringing the call centres and client services operations into harmony. This is exactly what he has done. Andrew Pearce, Managing Director is delighted to welcome Ian onto the board. "Ian was already a member of our senior management team and had added real value to our strategy and planning meetings." says Andrew. "His skills in developing key people to enable Inkfish to guarantee high service levels across contracts has been vital."

Andrew was impressed with Ian's ability to bring out the best in his team, delegating without compromising, developing a true understanding of the Inkfish business and having the ability to work to often tight deadlines, whilst still performing within service levels.

In July 2001, Domestic & General Group PLC purchased the entire share capital of Inkfish call centres limited. The two companies first met at a sales presentation where D&G were looking for an outbound call centre partner to assist with a new client. Inkfish impressed D&G, who awarded them the contract and decided to buy the company. There is a real synergy between the two companies. Both companies want to grow, both understand the need to support and develop their people and both can truly benefit the other. D&G offers infrastructure, stability and high-level management expertise, whilst Inkfish offers a wealth of experience in professional inbound and outbound call handling response services.

The Inkfish board are keen to congratulate Ian. His level of dedication to the business, loyalty to Inkfish and will to succeed truly warranted his place on the board. Yet Ian remains modest, saying that his senior position has not changed him at all. He is happier telling how he enjoys helping others to make the best of their talents and believes that the secret is never telling people how to do their job, but guiding them towards making the right decision for themselves.

