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A new business win for Inkfish

Renault UK Ltd teamed up this summer with leading call centre operator Inkfish to help with the co-ordination of Renault UK's Test Drive Events. Thousands of drivers were recently offered the chance to take part in one of eight regional events. Those who were able to attend experienced Renault's exciting range of vehicles in the delightful surroundings of some of the UK's loveliest stately homes.

The events themselves, managed by Fusion, were open to both existing Renault drivers and those interested in discovering more about the innovative Renault range, including Renault's latest entrants to the executive car market, the Vel Satis and Avantime. A wide choice of Renault's acclaimed dCi vehicles, including Laguna, the first ever winner of the NCAP 5 star safety award, were also available for attendees to drive. Invitations to the events were sent out by post and email, through Publicis Dialog, and bookings could be made over the telephone or directly online.

Inkfish were responsible for handling the large volume of telephone bookings and enquiries for the events, using an online booking system developed by Publicis Networks. Since May Inkfish have handled in excess of 16,000 inbound calls on behalf of Renault UK. In addition Inkfish managed all booking amendments and e-mail enquires from Test Drive invitees. To complete the service, Inkfish also handled the fulfilment of Renault UK's information packs, distributed after the Test Drive events.

"Renault UK have enjoyed a strong relationship with Inkfish over the past two years and we felt that Inkfish had the additional capability and flexibility to successfully handle a complex project of this size. Thanks to the efforts of the contact centre's teams, we managed to smoothly book customers' test drives at the events of their choice" commented Renault's Controller of Customer Contact Programmes, Pippa Barron.

Sue Marshall, Inkfish Sales and Marketing Director is pleased with the efforts of all involved:

"We built this project upon the successes of the Customer Relationship Management Program currently operated at Inkfish. Thanks to the intensive training schedule that we have developed in partnership with Renault UK, our contact centre advisors were more than able to deal with any enquiry presented. Using Inkfish has allowed Renault UK to concentrate on what they do best, leaving our fully branded call centre to handle calls and emails. We are delighted to have expanded our relationship with Renault UK and have increased our staffing levels to cope with the increasing demand for our contact centre services."