



Inktel

CONTACT CENTER SOLUTIONS

Unique Value Proposition:

is the marketing strategy of informing customers about how one's own brand or product is superior to its competitors.

Branding:

is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.

Why it matters

because it **sets you apart from your competition** and gives your customer a reason to buy from you. Consistent, strategic branding leads to strong brand equity. Your brand is the promise you make to your customer. Your branding tells your story and why you are in business.

Competition Brands



- Reduce costs
- Every solution (inshore, offshore, wfh)
- Improve CX



- Best place to work
- People, process, technology
- Brand ambassadors, simple interactions



- Intelligent Customer Experiences
- "Onbrand"
- Global Reach



- A better way to outsource
- Next generation customer experience and digital transformation



- Speaks Your Brand
- superior Customer Care experience
- Outsourcing Galore



- Fortune 500, you have talked to us
- Digital transformation
- By investing in cool, dynamic workspaces, our people are able to live and breathe the culture of the customer



- Work at home
- Business Intelligence
- "What Gets Measured Gets Done"
- "Sterile Brand" - James



- Right Cost, Right Location, Right Experts, and Right Quality



- Guest experience
- Restaurant people
- Make it convenient



- Brand experience
- We get the brand promise
- Digital brand experience



- Modern
- Flexibility (hires/pricing)
- Improving peoples' lives



- Next Generation Inshore, nearshore, offshore
- "We know what works" We're human (no human on homepage or video)
- Restaurants based and we upsell



- Customer experience elevation
- Cost optimization
- Work From Home

SWOT PRESENT

STRENGTHS

S

- Onshore
- Culture
- Account Mgmt
- Education & Training
- Technology

- Marketing
- Building on current client list/ industries
- WFH
- New tools and platform - Meta, VR, crypto?

OPPORTUNITIES

O

W

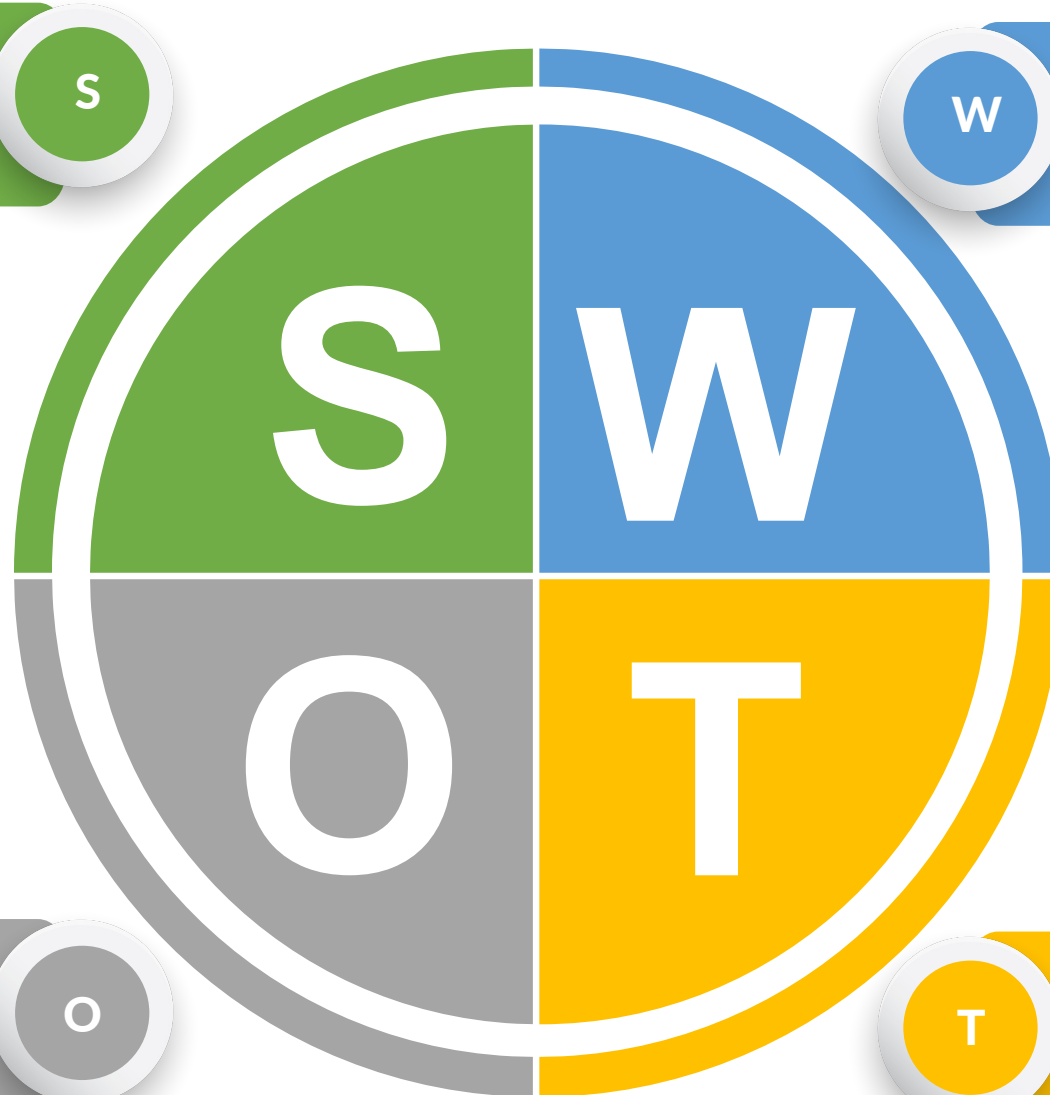
WEAKNESSES

- Description of services
- Price
- Morale
- Turnover/ Hiring
- Identifiable brand
- Communication
- Internal structure

- Competitor Positioning
- Reviews
- Inflation
- Perceived as old

T

THREATS



Colorful

Small, but Powerful

Engaged

Honest

Boutique

Team

Smart

What Words

Talented

Technological
savvy



Passion

Hard-working

Brilliant

Friendly

Respected

Humble

Dedicated

Strategy

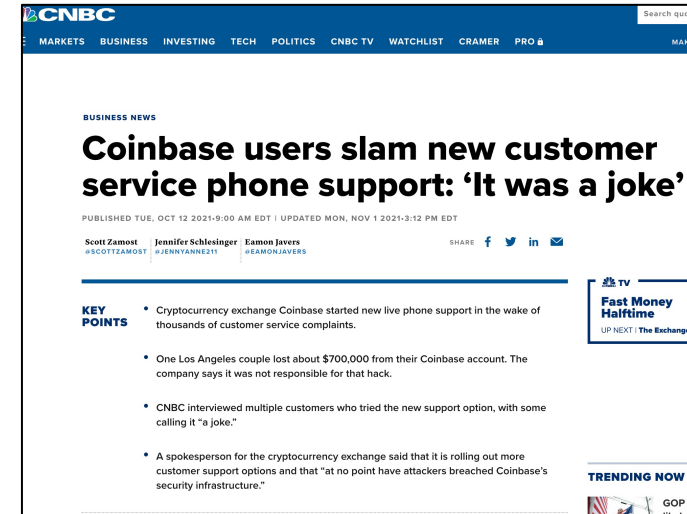
Customer Support is Important to Business
To Yield positive support, transactions, and
branding for a company.

Inktel is in the business of positive
outcomes... so show the outcomes

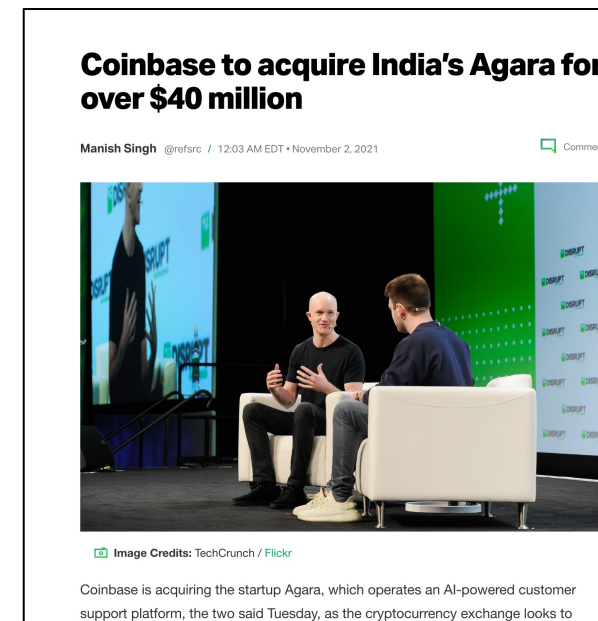
Show The Customers | Show The Agents
Show The Experience | Show The Help
Show The Color | Show The Outcomes

Show The Inkredibles
Show The Passion

October 12



November 2



Inktel

Add Passion Branding



Add Passion

Inktel

Add Passion Branding



Add Passion

To Your Experience



Add Passion

To Your Skillset



Add Passion

To Your Career



Add Passion

To Your Brand





Add Passion

To Your Experience





Add Passion
To Your Brand





Add Passion
To Your Skillset





Add Passion
To Your Career



Inktel Departments & Color Identity



 **Business
Development**



 **Learning &
Development**



 **Accounting**



 **Talent
Acquisition**



 **Information
Technology**



 **Client
Services**



 **Human
Resources**



AGENT INCENTIVE

INKTEL.COM



Mother's Day Weekend Raffle

Daily

AM Crew - One \$10 GC to every agent (DAILY) that hits conversion goal of 73% or higher

PM Crew - \$10 GC to every agent (DAILY)

EOM (End of Month)

Each agent that meets the August Daily incentive (specified above) will be entered in a raffle for a chance to win a \$50 GC at the end of the month.



JOIN OUR TEAM

INKTEL.COM



NOW HIRING Jewelry Brand Ambassadors

Inktel is seeking Jewelry Brand Ambassadors to provide Customer Service support for a major jewelry company!

- ✓ Work from Home
- ✓ Inbound Customer Service and Support
- ✓ Multiple Day Shifts Available
- ✓ Flexibility to Work Monday-Sunday, 8am-8pm

♥ Apply Today

Apply Online at

or send your resume to Chris Odio. chrisodio@inktel.com



Jeans Day
Friday, March 4th

WE WILL BE RAFFLING GIFT CARDS FOR ANYONE THAT DONATES \$5 FROM THE FOLLOWING STORES:

Bath & Body Works | Starbucks | Panera BREAD

\$5 MINIMUM DONATION REQUIRED TO PARTICIPATE

All funds collected will be going to the Best Buddies organization. Your donation will be deducted from your paycheck.



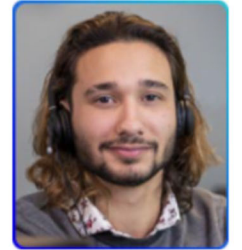
Add Passion

Brands
 **Inktel**

Built to enhance brands through bringing happiness to the customer experience.



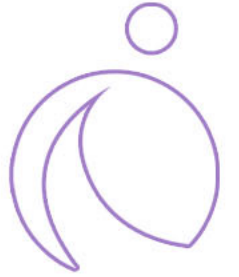
Our Focus Areas



It's never been so easy to *Add Passion*



Our Culture



Company Initiatives



Community Focus

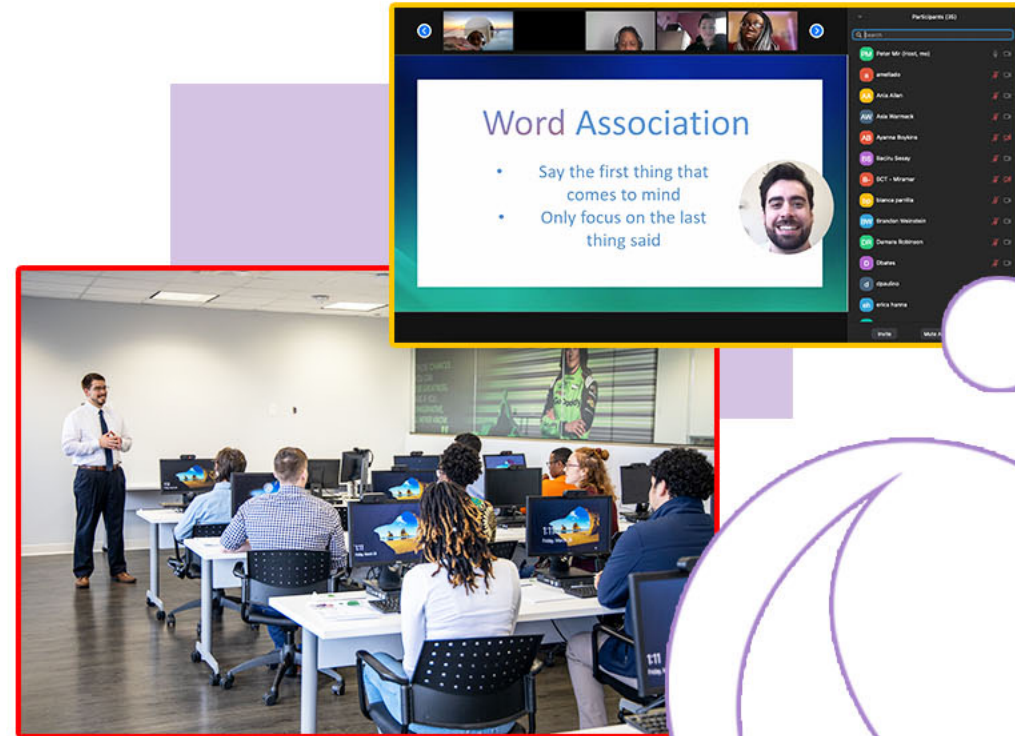


Job Training Development

Joint curriculum development meetings commence at either Location – and now Virtual.


Inktel can send trainers to your offices for knowledge transfer.

Your team is invited to assign resources for inaugural class & ongoing development.





InkTel
EMPLOYEE
of the
MONTH
MARCH 2022



Presented to:
Robert "Zac" Collins

In recognition of outstanding performance and commitment to our team!

©inktel

Social Media Bumpers



Teams Background



Client Welcome Screen



Linkedin Profile Banner





**Learning &
Development**



Add Passion
To Your Skillset



 **Business
Development**



 **Learning &
Development**

 **Business
Development**

 **Learning &
Development**



Add Passion **Fridays**



Rock your Add Passion
Tee to work on Fridays!



EARN \$250

FOR EACH REFERRAL*

The Sky is the Limit!

Scan QR Code to Submit Referrals:



* REFERRALS MUST BE HIRED AND ACTIVE FOR 90 DAYS IN ORDER TO RECEIVE THE FULL \$250.



*Passion for
People™*

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Inktel is proud to continually support Guitars Over Guns for their commitment to providing music education & mentorship to the most vulnerable communities in Miami.



*Congrats,
Champs!*

Inktel is proud to continually support Best Buddies for their incredible work in our community!



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BESTBUDDIES
CHAMPION OF THE YEAR





What We Are Not

- **Pride Flag**
- **Exaggeration**
- **Exclusionary**
- **Pedantic**
- **Close-minded**

Competition Brands



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- Digital transfo
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- Add Passion
- Enhance Brand, Experience, Support
- Genuine Hard Working Fun Culture
- Boutique (Perfect Fit)



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- Restaurant people
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 **Inktel**
CONTACT CENTER SOLUTIONS

Add Passion

Inspiration

