



Case Study

Phones 4 U Reach Three Times As Many Customers With Amcat

One of the UK's largest mobile phones suppliers, **Phones 4 U** is enjoying a 300% increase in the volume of customer contacts made, thanks to a new automated contact management solution from Amcat.

Part of the Caudwell group of companies, Phones 4 U has equipped a hundred of its telemarketers with the Amcat technology at its site in Staffordshire.

Managing director for Phones 4 U, Sat Bains commented, "We looked at a number of solutions, but Amcat was the only supplier whose product actually did what it claimed! We were overwhelmed by how quickly the system was up and running. Within a day, staff were fully trained on using the solution and had started outbound campaigns. Since the initial installation, Amcat's MediaLynx product has proved to be highly robust with minimal downtime."



About Phones 4 U

Phones 4U operates a national chain of mobile phone stores and is the retail arm of the Caudwell Group of Companies. The Group was founded in 1986, the Group is recognised as one of the fastest growing companies in the UK. The company reached a turnover of over £1 billion in 2000 and its global ambition is to treble this figure by 2007.

