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VERSALIFT UNITED KINGDOM LIMITED ANNOUNCES NEW CUSTOMER SERVICE AND ADMINISTRATION MANAGER

Versalift United Kingdom Limited is pleased to announce the promotion of Sophie Beeby as the new Customer Service and Administration Manager. Sophie, who has been with Versalift UK for an impressive 6 years and 9 months, has demonstrated remarkable dedication and accomplishments during her time.

Starting as a Receptionist in 2017, Sophie has ascended through the ranks with the unwavering support of colleagues, customers, and the company.

In her new role, Sophie will also spearhead sales administration, overseeing both sales and aftersales. This strategic alignment is set to enhance synergy between the two departments, fostering seamless collaboration and optimising customer support services. Sophie's expanded role signifies an overarching customer service management position, ensuring a holistic approach to customer satisfaction.

Sophie's vision for her new role is centered on cultivating a culture of enthusiasm, dedication, and commitment to maximising productivity while ensuring safety. Sophie's focus within the sales and aftersales teams, will be emphasizing professional development, product knowledge, and customer relationship skills to deliver outstanding service and exceed customer expectations.

As a valuable member of the Senior Management Team, Sophie will play a crucial role in shaping the company's strategic direction. Her leadership will be instrumental in guiding the team towards achieving organisational goals and maintaining excellence in customer service for both Versalift United Kingdom Limited and Versalift Ireland Limited.

Andy Bray, Managing Director says “Sophie’s potential was identified very early in her career with our company; her core values, commitment, and integrity are in full alignment with the ongoing direction of the business and our drive to offer the best in class National Support & Customer Service. Under Sophie’s leadership, we will make significant strides to support improved productivity and enhance the safe working of our customers”.

Looking ahead into 2024, Sophie will lead initiatives to deliver a best-in-class customer proposition for both sales administration and aftersales. This involves streamlined processes, transparent communication, quick issue resolution, and proactive measures to ensure a positive customer journey, all aligned with Versalift’s core values and the National Support package aimed at improving customer satisfaction and fostering positive relationships.

Excited about specific projects, Sophie will concentrate on establishing mechanisms to gather and analyze customer feedback continually, fostering proactive communication, understanding customer needs, and providing the right resources and information through various channels to maximise productivity while ensuring safety.

Sophie reiterates her commitment to Versalift's message of 'keeping you safe while maximising productivity' and her new role is integral to this message, ensuring that Versalift United Kingdom Limited and Versalift Ireland Limited continues to uphold the highest standards in customer service, focusing on safety, efficiency, and customer satisfaction.

In a message to customers, Sophie expressed her gratitude for their ongoing support and emphasized the company's commitment to providing an exceptional customer service experience.

Versalift United Kingdom Limited looks forward to continued success and growth under Sophie's leadership in this crucial role.



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