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### DIGITAL VILLAGE CRANKS UP SERVICE

Thursday, May 06, 2010

Music equipment retailer Digital Village says that driving customer satisfaction is the main factor in its decision to outsource fulfilment to iForce in a five-year deal.

Rapid replenishment and delivery of goods is seen as key to Digital's Village's multi-channel customer strategy. Paul Dennis, Digital Village chief executive said: "We are a true multi-channel business. (Outsourcing) meant that we could continue to expand and there would be no limit on that expansion.

Dennis said the calibre of iForce's client list gives him confidence to focus on growing the business knowing that fulfilment will be managed to a high standard.

"We were very encouraged that iForce is working with retailers like Boots, Sainsbury's and John Lewis – companies that pride themselves on delivering on their promise. That's our philosophy: we want to deliver on our promise."

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