



Aspire Lifestyles Announces Spin-Off of Customer Service Business To VIPdesk Connect

This spin-off will allow VIPdesk Connect to focus on the unique aspects of the outsourced customer service business.

Alexandria, VA ([PRWEB](#)) May 29, 2014 -- Aspire Lifestyles, an International SOS company and the world's leading provider of concierge services, today announced the spin-off of their customer service business in the U.S. to VIPdesk Connect. The company's customer care clients in the U.S. will now be serviced by VIPdesk Connect, Inc.

VIPdesk Connect was established as a stand-alone company to address the unique requirements of the outsourced customer service industry and its clients. VIPdesk Connect, which is fully supported by International SOS and Aspire Lifestyles, will operate as a U.S.-based company focused solely on providing outsourced customer care services.

VIPdesk Connect provides outsourced customer service to clients throughout the U.S. utilizing a home-based team of customer service representatives (known as Brand Ambassadors "BAs"). VIPdesk Connect, led by CEO Sally Hurley; along with the current management team, and the company's Customer Service Representatives (known as Brand Ambassadors) will continue serving customer care clients in their current capacity.

"Three years ago, Aspire Lifestyles (formerly VIPdesk) and International SOS merged, resulting in the industry's first truly integrated, global concierge and customer care service delivery platform," said Mary Naylor, CEO of Aspire Lifestyles of the Americas. "Shortly after this merger, it became evident that the operating needs of the company's customer care clients were unique compared with those of our concierge clients. As such, VIPdesk Connect was established as a stand-alone company, capable of addressing the unique requirements of the customer care client base that exists within the local U.S. market."

Sally Hurley, CEO of VIPdesk Connect shares, "We are extremely excited to have the opportunity to focus exclusively on the customer care business. Over the past fourteen years, our company established itself as the expert in virtual call center services. We are looking forward to matching the amazing talents of a workforce that desires work-at-home positions with businesses that demand outstanding service."

Sally Hurley, formerly the President and Co-Founder of Aspire Lifestyles of the Americas (formerly VIPdesk), has 20+ years of experience in customer experience strategy, service delivery operations, business and product development; and 12+ years spent recruiting, managing, and training virtual teams. Sally has a passion for service – and believes that customer loyalty is all about the service experience. She often shares best practices with the industry through webinars, speaking engagements and authored articles. Sally is currently a member of YPO (Young Presidents Organization) and is the Past President of the D.C. chapter of the Entrepreneurs Organization (EO).

About Aspire Lifestyles

For three decades, the world's most prominent companies have relied on us to provide value-added brand loyalty, concierge and assistance solutions to engage their customers. Aspire Lifestyles' full suite of services includes concierge services, experiential offerings, benefits development, assistance services and insurance



solutions. To learn more about how Aspire Lifestyles provides impeccable service, visit www.aspirelifestyles.com.

About VIPdesk Connect

VIPdesk Connect, a U.S. based provider of outsourced home-based customer care services, utilizes a home-based team of Brand Ambassadors (BAs) located across 30 States. VIPdesk Connect hires awesome people to provide clients with the best customer service on the planet. Located throughout the U.S., BAs serve as a seamless extension of leading brands delivering memorable customer experiences that generate customer loyalty and drive business growth. VIPdesk Connect's services include: outsourced customer service (phone, email, chat and social media), back office support and home-based contact center model consulting. To find out more about VIPdesk Connect, visit www.vipdeskconnect.com.



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