

iSmart acquires JABBA Connect call centre

Effective 1 November 2015, Cape Town-based iSmart has purchased JABBA Connect and concluded a commercial agreement to collect the existing JABBA Customer Book.

 The logo for iSmart, featuring a green square with a white lowercase 'i' followed by the word 'smart' in a black, lowercase, sans-serif font.

Andre Geboers, CEO for iSmart, says that the acquisition provides a 200-seater well run call centre and will enhance the security and sustainability of the iSmart business, along with improving the long-term experience and retention of the group's customer base. iSmart is the latest entrant in the South African Mobile Virtual Network Operator (MVNO) space with the SmartMobile offering.

"JABBA Connect's team have strong experience within the cellular industry and with that, we look forward to a sustained increase in the growth of the SmartMobile offering," says Geboers.

JABBA Connect will continue to provide its expertise and resources in offering innovative solutions for customers in the cellular space.

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