



Popsa, is an established platform that allows customers to automatically create personalised products using machine learning algorithms via its iOS and Android apps. The company was created in 2016 and in four years has built an international presence in 50 countries around the globe. In 2020, Popsa was nominated by Sunday Times FastTrack as one of the top ten rising tech stars in the UK.

The Soho based company has appointed Whistl Contact Centres to support its London team from its Gateshead facility. Whistl will handle inbound email in both English and 10 additional languages.



Winning Popsa in a competitive race shows that Whistl has the experience and flexibility to support customers whether their consumers are in the UK or abroad. We have amazing people here at Whistl who understand our customers' needs and integrate seamlessly into their teams.



**Nick Wells, CEO
Whistl**



We have **already noticed a positive effect** working with Whistl and are looking forward to building a strong relationship with them.



**Declan Mellett,
Executive Chairman
Popsa**

