

FOR IMMEDIATE RELEASE

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CallScripter enjoys the icy chill ... belowzero, of course!

Ipswich based company, **CallScripter**, a subsidiary of **IPPlus (UK) Limited**, recently held their 2nd Annual Awards Ceremony at **London's belowzero restaurant + lounge** and the **ABSOLUT ICEBAR**.

This year's event took place on Thursday 20th November 2008 and several of the industry's leading names attended the event. For the first time, guest speakers from key industry players took to the stage, giving lively and informative talks – both to rapturous applause.

There were two awards categories – **Best Script Builder** and **Most Innovative Use of CallScripter** and both of these categories recognise the creative and pioneering ways in which CallScripter's clients utilise the application in their own environments.

The winner of the Best Script Builder category was **Anthony Wardle of Answering4U**. After much deliberation it was decided that Anthony was a worthy winner as having been a Call Centre Operator, he has the benefit of seeing all sides to the customer requirement and not just the technical side. He has excelled at pushing the boundaries of CallScripter in order to deliver the best experience for both the caller and the most information for the operator. Anthony was nominated by **Robin Alderton, Sales Director of Answering4U**, who said "Throughout each of his developments and four years with Answering 4 U, Anthony is self-taught via the internet, experimentation and the outstanding support provided by the CallScripter Helpdesk. We're sure he will continue to go from strength to strength."

Winner of the Most Innovative Use of CallScripter category was **Jon Reynolds of Direct Response Ltd**. Competition in this category was fierce but Jon was selected due to his ability to tackle scripts from complex, multi-step call centre and post call workflows, to switch integrations. Perhaps his best examples include an "Email Reader" script which allow a call-back to a website visitor within 60 seconds of them completing the "Contact Me" form. In addition, Jon has created an HR-specific script, which is ground-breaking, non-call centre focused use of the software, taking the product out into the HR and administrative data capture environments. Jon was nominated by **Jason Roos, Operations and Product Manager for Direct Response Ltd**. In congratulating Jon, Jason said "This is a fantastic achievement for Jon and also for Direct Response. We have been using CallScripter for 7 years now and are delighted with the flexibility and scope offered by the application. Jon has really taken CallScripter as his own and is constantly striving for new and innovative ways to use the product."

Due to the number of nominations, it was decided to also award **Highly Commended** accolades and these went to **Richard Cheek of Office Response Ltd** and **Mark Elwell of Direct Response Ltd** in the Best Script Builder category, and also to **Ryan Dale of JML** in the Most Innovative Use of CallScripter category.

Commenting on the event **Kevin Ellis, Sales Director of CallScripter** says "We were thrilled at the level of nominations we received this year, which demonstrates to us the commitment behind CallScripter. Not only were the quantity of nominations far higher than in previous years, but the quality of the nominations far surpassed our expectations. We would like to congratulate our winners on their success and are already looking forward to hearing of new innovations in using our platform over the coming year."

***** ENDS *****



Winners at the CallScripter 2nd Annual Awards Ceremony 2008

Notes to Editors:

IPPlus PLC is an AIM listed business services group, whose interests include software and outsourced contact centres. The group, whose Headquarters are in Ipswich, Suffolk, trades under three main trading styles: Ansaback, CallScripter and IP3 Telecom.

Ansaback is a 24 hours a day, 7 days a week bureau telephony service providing overflow and out of hours call handling, emergency cover, dedicated phone resources, non-geographic, low call and freephone telephone facilities, as well as disaster recovery lines and other ancillary telecommunications services.

CallScripter is an enhanced Customer Interaction Software suite specifically developed for contact centres, telesales and telemarketing operations. Clients gain major benefits by introducing CallScripter's dynamic scripting environment into their organisation. The software facilitates the rapid set-up, handling and reporting of sophisticated inbound, outbound and email campaigns. With an existing client base from a wide range of industries including Outsourcers, Financial Services, Helpdesk, Telemarketing, Internet Providers, Accident Management and Charities, CallScripter is the perfect application for any customer-facing environment.

IP3 Telecom provide a range of network-based interactive call services on either a managed basis or self-serve option. Clients can route their required services through IP3's web portal, allowing them to monitor their call traffic on real-time. Alternatively IP3 can generate periodic reports via email. The web portal allows fast and efficient configuration of services and is hosted across resilient platforms with triple redundancy for location, infrastructure and service providers. Web access allows for remote management from anywhere in the world, without any proprietary software requirement.

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