

**FOR IMMEDIATE RELEASE**

**Tuesday 30th September 2008**

## **IP Plus ... so much more**

County Contact Centres (UK) PLC is delighted to announce they are re-branding as **IPPlus PLC**.

IPPlus PLC is an AIM-listed business services group, with their Headquarters in Ipswich, Suffolk. Since the acquisition of Ansaback, a 24/7 Contact Centre and Business Services Bureau, back in 2001 the group has grown and diversified significantly. The group now has three distinct divisions - **Ansaback**, **CallScripter** - a software house providing solutions to the Contact Centre industry, and **IP3 Telecom**, a network solution provider. In light of this diversification, it has been decided to re-brand the group to better reflect the wide-ranging business interests.

So why IPPlus? IP has a number of significant meanings within the industry, including Internet Protocol and Intellectual Property, as well as IP being the Ipswich postcode. IPPlus removes the boundaries perhaps suggested by County Contact Centres, enabling the brand to reach out globally, whilst also providing a strong sense of ownership and identity to the 175+ staff.

Commenting on the developments, **William Catchpole - Managing Director**, says *"Whilst these are difficult trading times, we are thrilled to be moving forward with a strong new identity and aggressive growth plans. All three divisions of the group are performing well, with steady growth and encouraging plans for the future. IPPlus PLC represents the dawn of an exciting new phase for the company, and we are all looking forward to a challenging, but prosperous future."*

\* \* \* ENDS \* \* \*

### **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.

Press Contact: Elaine Bryce  
Direct Tel: 01473 321840  
Email: [elaine.bryce@callscripiter.com](mailto:elaine.bryce@callscripiter.com)

IP Plus Plc  
2 Melford Court, The Havens, Ransomes Europark, Ipswich, IP3 9SJ  
[www.ipplusplc.com](http://www.ipplusplc.com)