

**FOR IMMEDIATE RELEASE Thursday 27th November 2008**

## **CallScripter is just the ticket for Merlin!**

CallScripter are delighted to announce that they have recently completed Phase 1 of a Contact Centre Ticketing Solution for the world's second largest Global entertainments company, Merlin Entertainments Ltd.

Merlin Entertainments is both wide and varied and includes some of the world's best known visitor attractions, with the likes of the world-acclaimed Madame Tussauds, Dungeons, Alton Towers, Warwick Castle, Thorpe Park, Legoland, SEALIFE Centres and The London Eye, amongst many more.

Ticket sales for the group are both wide-ranging and complex, with a huge range of options available to the consumer, for example which attraction, date, time, and specific ride tickets. The options are almost infinite. The existing platform was not sufficiently equipped to efficiently process the sales and the decision was taken to install a new platform. From the outset, it became obvious that CallScripter offered the functionality and flexibility required to simplify the process in the Group's Contact Centres.

The CallScripter software suite has all the capabilities to meet Merlin's needs and through joint development and extensive discussion, the perfect solution has now been installed and is live in Merlin's Contact Centres. CallScripter guides Merlin's booking agents through the sales process, prompting for required information, as well as providing special offers, opening times and Fast-Track ticket options for leading attractions. The application is now being rolled out throughout the Merlin Entertainments group of companies and early results are positive.

Commenting on the partnership Maurice Johnson, Head of Corporate Sales for CallScripter, says "The acquisition of the Merlin contract was a major milestone for CallScripter. The work has tested the perception of a traditional scripting application with staggering results, perhaps the key benefit being the ease of use and simplicity for Merlin's Booking Agents." Maurice continues "The contract will result in continued development work to meet the ever-evolving needs of Merlin Entertainments and we intend to keep delivering tangible solutions for Merlin."

Speaking on behalf of Merlin Entertainments, Steve Messenbird, Head of Merlin Contact Centres adds "We couldn't be happier with CallScripter. From the word go, we have found their team to be intuitive and fully aware of our needs, whilst at the same time projecting total confidence in their product. The implementation of CallScripter has resulted in a far smoother process for both the customer and the booking agent, a win win situation all round."

**\* \* \* 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.

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