

FOR IMMEDIATE RELEASE

Friday 05 September 2008

CallScripter can't predict the future, but it can predict the next call

CallScripter are thrilled to announce the latest addition to their complete Contact Centre Management Suite – Predictive Dialling.

CallScripter have firmly established themselves as the expert in providing simple, yet effective solutions to the industry. With CallScripter's new predictive dialling functionality, today's modern Contact Centres can ensure agent productivity is maximised, ensuring maximum ROI.

Up until now CallScripter have only been able to offer Preview Dialling. However in expanding the outbound capabilities and Campaign Management tools, the introduction of Predictive Dial seemed a natural development. The module is completely integrated with the other intuitive CallScripter modules, with CallScripter rapidly becoming a one stop shop for Contact Centres across all industries.

Several of CallScripter's clients have already been enjoying the benefits of the new Predictive Dial capabilities, reporting excellent results. Agent talk time has improved, but importantly abandoned call rates always remain within Ofcom guidelines, ensuring compliance. Clients already using CallScripter Predictive Dial include those within the charity fundraising and outsourced telemarketing sectors.

Commenting on the announcement Kevin Ellis, Sales Director of CallScripter says "We are thrilled with the current developments and growth of our innovative software suite and the addition of Predictive Dialling seemed to be a natural progression." He continues "We have been looking to introduce Predictive Dial functionality for some time now, but we wanted to ensure the solution was seamlessly integrated to the rest of the application. By waiting and doing our homework, we believe we have come up with perfect solution and the time is now right to introduce Predictive Dial to the CallScripter family."

CallScripter will be exhibiting at the Contact Centre Industry's leading exhibition – CC Expo on Tuesday 16th and Wednesday 17th September 2008. This year sees the show celebrate its 10th Anniversary, so why not come and see CallScripter in action on Stand G1, Hall 9, NEC Birmingham.

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Notes to Editors:

CallScripter is part of County Contact Centres PLC, the AIM listed business services group, whose interests include software and outsourced contact centres. Headquarters are in Ipswich, Suffolk with global partners in the USA, Australia, France, Germany and the Netherlands.

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.

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