



## MEDIA RELEASE

Thursday 18<sup>th</sup> February 2010

### THE PERFECT SOLUTION FOR AQUARIUS

**CallScripter and IP3 Telecom are delighted to announce their most recent contract win, with Aquarius Contact Centres (UK) Limited.**

Aquarius was in need of a complete contact centre solution. Requiring both a hosted telephony platform, and also a hosted contact centre solution, they needed the functionality and flexibility that would allow their technology to grow alongside their business, ensuring that there are no real restrictions with regards to increasing or even decreasing the agent team.

IP3 Telecom and CallScripter, joint subsidiaries of IPPlus (UK) Ltd, have worked together to supply Aquarius with a fully integrated 'one-stop-shop', in order to meet all the necessary requirements.

Every member of the Aquarius staff now has the advantage of advanced PBX facilities with intelligent ACD and CTI functionality, incorporating screen pops of the CallScripter software.

The solution comprises of:

- ACD – Automated Call Distributor with skill and time based routing.
- Agent desktop interface incorporating inbound, patch through and outbound call control.
- CTI – CallScripter script integration with screen pops.
- Supervisor screens with graphical and statistical monitoring and control.
- Wallboard screen for snapshot overview of call centre performance.
- Call recording.
- Full data management, along with KPI and MI reports via the CallScripter solution.

The hosted service is controlled through a user-friendly web portal. The end user controls exactly which staff can access this portal, and can then control even further with regards to what actions they are able to undertake.

Immediate benefits to the client have been that there has been low capital expenditure, no on-going maintenance costs, and only minimal set up costs, due to the selection of the hosted, rather than a premise based, system.

Managing Director of Aquarius, Roddy Forfar, commented; “As we are currently in such a dynamic and competitive marketplace, the ability to scale our requirements up and down as requested is imperative to our continued profitability and growth and now, thanks to this solution, we are able to implement this effortlessly.

“In my opinion and from my experience so far, CallScripter is the most flexible and easy-to-use scripting application on the market and IP3 offers technology you would expect from a switch circa £30,000+ but with additional call routing aspects to benefit both my clients and myself. This is a business relationship that will continue to grow for many years to come.”

Kevin Ellis, Sales Director of CallScripter, commented; “We are delighted that both IP3 and ourselves could provide the perfect solution for Aquarius and we look forward to assisting the team with their long-term growth strategy.”

## **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. [www.ipplusplc.com](http://www.ipplusplc.com)

**CallScripter** is an enhanced customer interaction software suite, specifically developed for contact centres, telesales and telemarketing operations. By introducing **CallScripter's** dynamic scripting environment into their organisation, clients will gain immeasurable benefits to themselves, and their customers. The software facilitates the rapid set-up, handling and reporting of sophisticated inbound, outbound and email campaigns. The current client database encompasses a wide range of industries including outsourcers, financial services, helpdesk, telemarketing, internet providers, accident management and charities, meaning that it is the perfect application for any customer-facing environment. [www.callscripiter.com](http://www.callscripiter.com)

**IP3 Telecom** provide a range of network-based interactive call solutions 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. [www.ip3tele.com](http://www.ip3tele.com)

**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. [www.ansaback.co.uk](http://www.ansaback.co.uk)

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