

## MEDIA RELEASE

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### CALLSCRIPTER – LEADING THE WAY IN TECHNOLOGICAL ADVANCES

**CallScripter, the Ipswich based subsidiary of IPPlus, has recently launched their updated and fully-integrated software programme, CallScripter 4.2.**

As any industry professional knows, scripting adds value to every campaign. And with the recent technological developments that have emerged from this UK software company, **CallScripter 4.2** is designed to further assist your agents, whilst also improving their interaction with customers, and ensuring data quality is consistently high.

**CallScripter 4.2** has been developed based upon real experience and real knowledge of a demanding call centre environment. By working alongside an active call centre, the developers have the capabilities to test out new advances in technology on the target audience, ensuring that the product is user-friendly and streamlined.

The latest additions to the **CallScripter 4.2** program mean that it is fully-functional in numerous languages, making it accessible all over the world. The application now supports localisation in the following languages: UK English, Dutch, French, German, Turkish, Spanish, Ukrainian and Russian.

In the past **CallScripter** has had the facility to support any language in the agent desktop, but required advanced techniques for multilingual scripts. With the new developments finalised the system can now take translations from a nominated database, all within a single script. When dealing with customers of many nationalities the program will allow you to effortlessly run multilingual campaigns, meaning that agents can switch between languages automatically, and reporting can be done separately or across all languages used.

Time is money, and with this in mind the control set of **CallScripter** has been revised for the new version. The existing control set was comprehensive, but often took time to navigate the large number of controls. The greatly enhanced layout, appearance and functionality will dramatically change the way users can build scripts, and make the agent experience that much better and effective.

To make the transition as smooth as possible the old control set will still be available within the new system, however it is expected that the new controls will be found to be much friendlier and the old controls will fall into disuse.

‘Compound Controls’ is a new term to be introduced into the **CallScripter** dictionary with the 4.2 program. This allows groups of controls to be joined together into a single ‘compound control’ and added via a single click, for example address and contact fields, making the controls more uniform, more predictable and more reliable.

Other new features that contribute to the advanced development of the CallScripter 4.2 include plugin controls, revised validations, new system variables to save script building time and provide consistency of variable naming across scripts, and a message queue that allows post call events to be automatically queued by the system. One client is already putting this to good use to send reminder text messages to customers, 24 hours before they visit one of their attractions.

Kevin Ellis, **CallScripter’s** Sales Director, commented “Our team have worked incredibly hard to develop the latest version of **CallScripter**, and we feel that it really reflects today’s marketplace. The emphasis has been focused on making the product more effective, regarding both cost and time – primary concerns in a recession-hit economy. Simplifying previously multifaceted processes will enable more people to successfully use the software, and language barriers will cease to exist with the introduction of our new language systems.”

**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. 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.

**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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