

MEDIA RELEASE

Wednesday 14th October 2009

THE VOTES ARE IN! CALLSCRIPTER NOMINATED FOR REGIONAL AWARD

CallScripter, the UK based software solutions company and part of IPPlus PLC, are delighted to announce that they have been shortlisted for the East Anglian Business Awards 2009.

Seeing off stiff competition from across the region, CallScripter are now one of the three finalists for the Innovation and Technology Award 2009.

CallScripter has had an impressive year, and since the inception in 2001, our technologies, and indeed our developers have developed immensely, as have consumer needs. Now on the sixth version of the CallScripter software the core business is still the scripting tool, however the range has been expanded in order to facilitate both new and existing customers and their individual requirements.

Within a 12 month period CallScripter has had five significant developments happen internally, all of which are directly linked to further enhancing the application and making life easier for clients.

The first of these developments is the introduction of **CallScripter Hosted**. We are now able to provide a fully hosted solution for our clients, ensuring that the implementation of CallScripter is even easier than before. **Predictive dialling** services have also been recently introduced into the CallScripter package. This means that we can now not only host a client's solution, but handle all of their dialling capabilities, whilst increasing both dial rates and agent productivity. We have also developed a **call recording system** this year, enabling contact centres to implement a secure affordable recording strategy almost instantly.

Our CallScripter software has been further enhanced recently with the introduction of new scripting controls, multi-faceted language programming and a brand new set of controls, thus creating **CallScripter version 4.2**.

We have also developed a client specific **ticketing solution** for one of the world's largest entertainment companies, Merlin Entertainments Group. Our developers have taken the existing CallScripter software and designed a brand new application, specifically designed to control the ticketing enquires and bookings for Alton Towers, Thorpe Park, and The Dungeons, to name but a few.

The judges were impressed by not only CallScripter's developments but also the standard of the entry, and the attention to detail. A site visit is to take place within the next two weeks, and the winner will be announced at a glittering awards ceremony on Thursday 19th November.

Kevin Ellis, CallScripter's Sales Director, commented: "The whole team is thrilled to have been shortlisted for this award, and we hope that when the judges are contemplating our entry they recognise the dedication and commitment our whole staff has put into the development of our company and in particular our software. We will be keeping our fingers crossed for 19th November!"

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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