

MEDIA RELEASE

Wednesday 25th November 2009

DID YOU GET A GOLDEN TICKET...?

Well 40 lucky CallScripter clients did...and this meant that they were invited to CallScripter's 4th Annual Awards Ceremony at Gaucho City Restaurant and Bar, London.

Taking place on Thursday 19th November and with this year's theme of 'gold' – as the restaurant is housed in what used to be the Bank of England's gold vault – an afternoon of laughs, light entertainment and lunch was promised, and CallScripter didn't fail to deliver. This Ipswich-based contact centre solutions company was joined by clients and associates from across the country, and everyone was treated to two fantastic guest speakers who had their audience in stitches.

There were two awards categories that were presented through the course of the afternoon – **Best Script Builder** and **Most Innovative Use of CallScripter**. Both of these categories recognise the creative and pioneering ways in which CallScripter's clients utilise the application in their own environments.

Receiving the **Highly Commended** award for Most Innovative Use was **Daniel Sassoon** from **Confero**. Daniel has only been using CallScripter for just under twelve months; however he has already come on leaps and bounds in terms of the development and sophistication of his scripts, and the way in which his MI is collated. Coming in second place as **Runner Up** was **Babergh District Council**. Since coming on board last year, Babergh have worked closely with our development team to totally reform their in-house contact centre.

The **Winner** of Most Innovative Use of CallScripter was **Merlin Entertainments**.

The partnership between CallScripter and the second largest entertainment company in the world has completely evolved the way in which our software can be utilised. For the first time CallScripter is being used as an application, rather than a script. Merlin make use of the internal permissions within CallScripter to limit agent functionality, and have a full suite of

admin scripts that allow them to administer external tables, so scripts can be used for administrative tasks rather than for taking calls.

Becky Brooks, accepting the award on behalf of the Merlin Contact Centre Team, commented “We are thrilled to have been chosen as winners of this award. CallScripter have provided a perfect platform for our business and every step of the way the team have been behind us, creating a completely bespoke solution.”

The second category was Script Builder of the Year. Having been inundated with entries from various industries, picking a winner was a difficult process.

The **Highly Commended** award for this category was given to **Toby Caesar** from **Direct Response**. Having built more scripts this year than anyone else Toby has worked closely with customers to understand their complex business requirements and has worked tirelessly to deliver each one.

Taking home the **Runner Up** position for Script Builder of the Year is **Murat Altikulca**, **Oracle CMS**. Murat has been with Oracle CMS since its inception in 2005 and has become a partner because of his cutting edge scripting skills.

And the **Winner** of Script Builder of the Year is **Darren Haughton** of **Pure Associates**.

A long-term CallScripter user, Darren has developed countless scripts through rigorous testing and amendments and was also one of the early adopters of the CallScripter Hosted predictive dialling solution and oversaw the seamless migration of their existing campaigns from a preview to predictive platform.

Pure have also integrated their scripts with a 3rd party application to provide user friendly scripting for a member of the Pure team who is blind, allowing them to make outbound calls.

Darren commented “I feel honoured to have won this award! I genuinely didn’t expect to win it and really it is a group award, as we’ve got such a dedicated team. CallScripter is a great application, and I know that our partnership will continue to flourish in the future, as it has done for the past five years.”

Kevin Ellis, CallScripter Sales Director, speaking after the day commented: “Thursday was a fantastic event. The overall aim of the awards is to thank our clients and customers for their continued support over the year, and I think it was a roaring success. We had a brilliant standard of entries coming in from across the globe, and the work that has been undertaken in the past twelve months has been fantastic. Picking the winners was a tough challenge, and I must extend a massive congratulations to all those that entered as we could quite easily have had 10 winners! Well there is always next year!”

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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