

Friday 9<sup>th</sup> July 2010

## Investors in People Success for Software Business

**THE staff and directors of CallScripter are celebrating today as they have been awarded the prestigious Investors in People accreditation for the second consecutive term.**

A varied cross-section of the staff within CallScripter, and our parent company IPPlus, were interviewed during the assessment, and the subsequent report produced demonstrated that this Suffolk-based company is 'a great place to work.'

CallScripter's counterparts; Ansaback and IP3 Telecom, fared extremely well in the report and it was noted that the feedback from this 2010 assessment was consistently more positive than previously.

A key factor which contributed to this conclusion is that the emphasis of the organisation is put on the strategy of developing individuals from within, and this is clearly illustrated by the fact that 87% of promotions happen internally.

The company ethos and culture is one that strives to maintain a balance between an unpressured approach, whilst also ensuring that the key targets and objectives are continually met.

In addition to this, the leadership style and overarching culture of the company is set from the very top by the Managing Director, who is viewed as being approachable and friendly towards every member of staff. Managers at all levels are encouraged to adopt a similar style and sit in open plan offices alongside their teams so they can be aware of what is happening; whilst encouraging and motivating their teams.

The various recognition and reward strategies that are in place within CallScripter are highly valued by staff, particularly those in the Ansaback call centre. Examples

include: being able to leave their work stations as necessary (often rigorously monitored in call centres), and assistance from other staff members if calls begin to back up (with even senior level management being known to lend a hand).

Stuart Gordon, Financial Director of CallScripter, commented: “Investors in People is a highly prestigious accreditation, and we are delighted to have been awarded the honour once again. Our company’s success is intrinsically linked to the staff and their dedication; and IPPlus’ commitment to our employees is a long-standing one which we will continue to nurture and develop.”

**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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