

MEDIA RELEASE

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CALLSCRIPTER'S NEW APPOINTMENT

CALLSCRIPTER, the UK based best of breed contact centre solutions provider, has announced this week the appointment of a new Senior Executive; David Everett.

David joins CallScripter following an extensive career spanning 20 years of sales and business leadership, working for notable companies such as Genesys Telecommunications, IBM/Tivoli and Unisys. He has also worked with smaller, market leading, high growth NASDAQ quoted software and services companies, before joining the Suffolk-based CallScripter division.



With an expansive knowledge base of expertise that includes CTI, CRM and service management markets in the UK, EMEA and the US, his career path has incorporated a number of verticals including: Telco, outsourcing, finance, retail, manufacturing, general commercial and consumer entertainment.

CallScripter is already well-established within its primary market sectors, however David is keen to capitalise on this reputation and drive the business forward now to sustained higher growth. The goal is to firmly acknowledge CallScripter as the contact centre 'front-end solution of choice' for agents and management alike, in both the public and private sector.

A key area of focus for David will be the development and cultivating of long-term strategic alliances, whilst enhancing the CallScripter brand and cementing its position in the UK and international markets.

William Catchpole, Group Managing Director of IPPlus (CallScripter's parent company), said: "We are thrilled to have David on board in this capacity. He is passionate about driving the CallScripter software business forward, and will be bringing a wealth of experience to the table. His knowledge, experience and contact network will be invaluable to us."

Commenting on his new role, David said: “The CallScripter team are an extremely talented, experienced and highly-motivated group of people. Their technical and business strength spans all areas required for successful customer implementations and I am keen to capitalise on this to take the business to a whole new level.

“Having our own in-house bureau contact centre is of significant competitive advantage to us as a software development company. It allows us to fully understand and constantly re-evaluate what is needed to provide market leading contact centre software and service solutions to our domestic and international markets. This coupled with a desire to maintain the highest possible levels of customer satisfaction will be imperative to the continued growth of CallScripter.”

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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