

## MEDIA RELEASE

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### CALLSCRIPTER GOES THE WHOLE NINE YARDS

**CALLSCRIPTER, the UK based software solutions provider, has recently heralded the arrival of the ninth language translation into their repertoire.**

Already encompassing UK English, Dutch, French, Spanish, German, Turkish, Ukrainian and Russian; the latest addition of Hungarian means that they will be on course to reach a perfect ten in no time.

Having attended the Call Centre World show in Berlin, back in February, CallScripiter has recognised the need for a Hungarian translation, due to both this being seen as an emerging market and also a new client opportunity presented itself in the form of CampCall.

CampCall are a Hungarian-based telemarketing contact centre, providing inbound and outbound solutions. They required a flexible scripting solution which would enable them to effortlessly facilitate their primary business objective; to reduce management costs for clients.

CallScripiter's easy-to-implement design and structure has allowed CampCall to begin to deliver cost-effective solutions in multiple translations...including, of course, Hungarian.

CampCall's agents are all multi-lingual, and can therefore handle a variety of calls. CallScripiter's effortless translations, and ability to switch between numerous languages was a clear key benefit to the call centre.

CampCall needed a solution that would provide them with real-time reports, as well as allowing for a rapid exchange of information. Luckily with the reporting

functionality enabled by CallScripter, ensuring that full KPI reports, MI reports and any others that CampCall could possibly need, this has been achievable.

Given the choice of a premise based or a hosted solution, the Hungarian counterparts have chosen to allow CallScripter to host the software, an increasingly popular choice for SME's of recent years. Not only will it save CampCall from having to outlay a large upfront cost, as they will be able to pay a monthly fee for their licensing, but it also reduces the need to predict the scale of demand. As the business grows so can the CallScripter application; with its swift deployment ensuring that it does not compromise any business activities.

CampCall's CEO, Zoltan Petrasovits, said: "We are delighted to have CallScripter on board as our scripting provider. The ease of their software and the implementation cannot be faulted, and already our call centre is beginning to see the benefits of having an integrated, multi-lingual system. We hope that this will be a long and prosperous partnership."

Kevin Ellis, CallScripter's Sales Director, commented: "It's great to have completed our ninth language translation. CallScripter is already represented in over 20 countries, and Hungary is one of our newest destinations of 2010, and looks set to be the first of many over the next few months."

**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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