

**FOR IMMEDIATE RELEASE**

**Friday, February 13th**

## **SUSA processes more interviews with CallScripter**

### **Recruiting new students more efficient with made-to-measure software**

CallScripter are delighted to announce that through their Dutch Partner, @Voicetec, the Student employment agency of the Netherlands, SUSA, has successfully implemented a CallScripter solution to make its interview process with students more efficient. @Voicetec created integration points from CallScripter to SUSA's existing Trinicom customer contact application which has resulted in SUSA achieving a productivity increase of more than 30% during its telephone recruitment campaigns.

SUSA is known for its 'pool concept' whereby a number of students are placed alongside the regular personnel in a call centre. SUSA can then immediately place extra experienced agents whenever required. This allows contractors the flexibility to scale up at short notice but places tough demands onto SUSA to be able to mobilise agents immediately.

@Voicetec as a partner of both CallScripter & Trinicom were able to create the integration between the two applications and go live in only 6 weeks. SUSA are particularly active in towns and cities where there is a large concentration of students, with the new integrated solution from CallScripter SUSA now handles over 30% more calls than they were able to do previously. During events visited by large number of students SUSA enrolls new students to sure that highly educated personnel can be supplied to their contact centre clients. Cards are distributed to the students and interested parties can submit their details for future contact. After the event contact details of all interested parties are added to CallScripter via a registration script and a call back is automatically added to an outbound campaign. The Outbound campaign is designed as a telephone interview/questionnaire that allows SUSA to find the optimum match between the students study location and that of potential future employers.

@Voicetec developed a middle layer application that directly connected the CallScripter system to the Trinicom application used within the local SUSA offices. This link ensured that all interested Students are automatically registered for work and all of their contact information is entered onto the Trinicom system without any need for duplicate data entry. As soon as the information is submitted to the system CallScripter generates an email notification to the Local SUSA office informing them of the new registrant's details allowing them to immediately decide if there are any suitable vacancies.

Remco Pouw, Director of SUSA: "Besides the time savings that this solution entails, it makes the process clear and efficient for our staff and they require no training to use the system. The employees no longer have to worry about recapturing information into our back-end system, this happens automatically. The agents can thus concentrate entirely on the quality of their calls. In the future we will use solution on several fronts, allowing us to fulfil requests for students from our customers even faster."

\* \* \* 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.

**CallScripter** is an enhanced Customer Interaction Software suite specifically developed for contact centres, telesales and telemarketing operations. Clients gain major benefits by introducing CallScripter's dynamic scripting environment into their organisation. The software facilitates the rapid set-up, handling and reporting of sophisticated inbound, outbound and email campaigns. With an existing client base from a wide range of industries including Outsourcers, Financial Services, Helpdesk, Telemarketing, Internet Providers, Accident Management and Charities, CallScripter is the perfect application for any customer-facing environment.

**@Voicetec** is an independent specialist providing solutions for VoIP-based multi-channel contact centers. @Voicetec focuses on your needs and assists you to increase efficiency and reduce costs. Based on their portfolio, @Voicetec offer a complete package of advanced contact center solutions, professional services, consultancy, management and training, complete our product portfolio. Customers are located in several countries. @Voicetec HQ is in Schiphol, Netherlands with a client base in several countries within Europe and also the United States. For more information: [www.voicetec.nl](http://www.voicetec.nl)

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