




CallScripter

revolutionising your customer communications





Increase
Productivity

Easy
Deployment

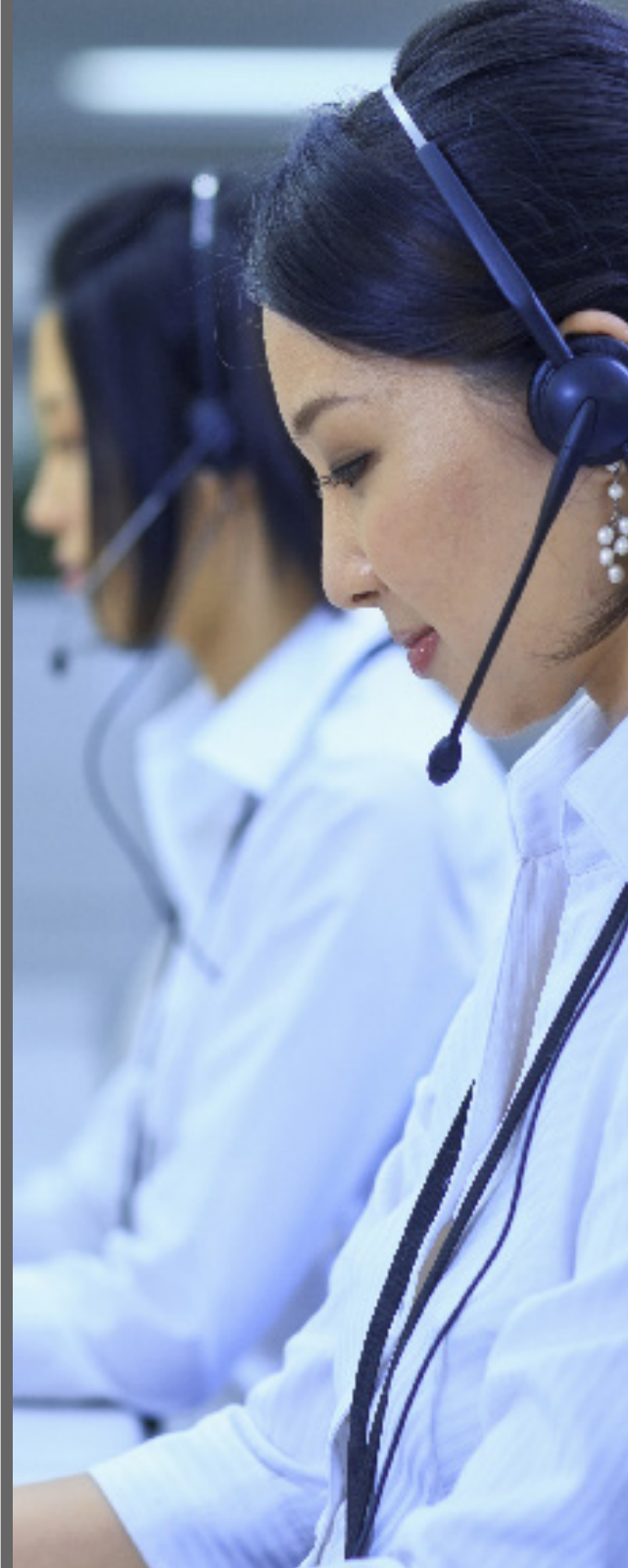
Exceptional
Service

What we're all about...

CallScripter is an intuitive Agent Scripting application designed for and used by contact centres all over the world. CallScripter provides the necessary features to design highly customisable agent desktop solutions that meet your exact business requirements.

Reduced call handling times, increasing first call resolution, ensuring compliance and best practice are some of the ways in which CallScripter can make your contact centre a more productive and effective operation.

Originally developed for our own outsourced contact centre, CallScripter is developed to meet the demands of today's dynamic contact centres and is one of the most comprehensive solutions on the market. Whether your focus is on Sales, Customer Services, Retention, Collections, Telemarketing or Fundraising, CallScripter will provide your people with the toolkit to revolutionise your customer communications.





Exceptional Service

CallScripter's aim is to provide customers with software that is easy to implement, simple to use and allows you to deliver the best possible experience for your customers.

The user interface allows customer advisors to handle all their interactions in one unified desktop. The desktop can be easily customised for each campaign and tailored to incorporate customer information. CallScripter's consolidated desktop allows the agent to relax into the interaction, confident that they will be guided to the optimum outcome. This allows them to build a relationship with your customer whilst delivering a great service.

The ability to provide an exceptional customer experience is considered to be the defining factor in building loyal customers. Make sure your agents are delivering excellent service by implementing CallScripter today.





Easy Deployment

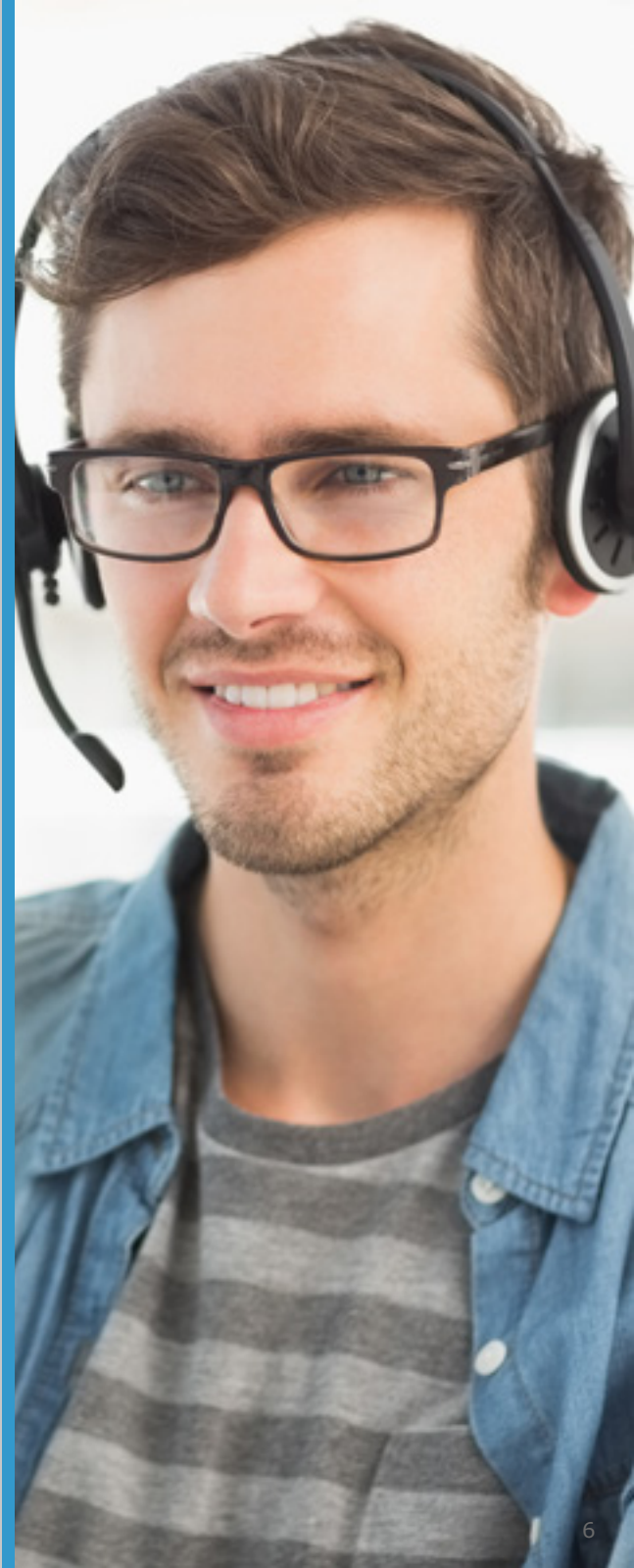
One of CallScripter's key features is our ability to integrate with your telephony platform as well as your CRM and other applications through a simple wizard driven configuration or using standard APIs. CallScripter is considered as an Information Hub bridging the gaps between your existing applications, by providing your agents with a single consolidated desktop interface.

The business benefit is clear. You can make cost saving efficiencies, improve quality, and ensure compliance by using CallScripter as the agent desktop.

Provide your agents with all the information they need in one place with an application specifically designed to support the customer interaction from start to finish, yet still retain the use of existing systems that are embedded in your business process.

- Reduce training times
- Streamline process, increase productivity
- Raise quality and consistency across all agents
- Bridge gaps between telephony and other systems
- Protect your investment by retaining existing back end applications.

This improves your customers' experience by creating a productive, supportive and enjoyable environment for your agents.





Service and Compliance

The challenge to remain compliant is common to businesses in many industries and markets. The regulatory bodies may differ by industry and territory but the same basic problem affects all; that companies need to implement processes, control and auditing into operations, whilst delivering high standards of service. This is neither easy nor cheap.

The last 5 years have shown ever tightening regulations in many sectors; Healthcare, Financial, Telemarketing for instance. This change is likely to continue and whilst the cost of implementing change is real, the penalties for not doing so are equally real.

CallScripter can help by:

- Enforcing clear and easy to follow processes
- Data quality control
- Reducing the duplication of data and effort

Taking advantage of the flexibility offered by CallScripter can keep you ahead of the competition. Regulation will evolve and it is vital to use a solution that can cope with change seamlessly. Use the strengths of CallScripter to give your business both protection and a competitive advantage.



Contact Centre Technology From Contact Centre People

CallScripter is a product developed by IPPlus (UK) Ltd, contact centre technology specialists.

The company incorporates two brands:

CallScripter. A software house producing Customer Interaction Management (CIM) software tools for the contact centre market. Currently installed both within the UK in major contact centres and internationally through multi-channel delivery partners.

Ansaback. A 24/7 bureau contact centre operation providing an exemplary, discreet service for discerning clients who wish to overflow and outsource certain calls when required.



London
Stock Exchange



**INVESTORS
IN PEOPLE**






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