

## **Sytel makes its dialer, Softdial Plugin™, compliant with the US DMA Predictive Dialing Guidelines**



In a world first, Sytel Limited announces with immediate effect that its dialer has been made compliant with the guidelines for predictive dialers issued by the US Direct Marketing Association (DMA) in January 1999. These guidelines cover the full range of nuisance and abandoned calls generated by predictive dialers in their quest for extra productivity. Compliance will apply in all territories around the world where Softdial Plugin™ is sold.

Although not the first guidelines for predictive dialers to be published, the US guidelines are the most comprehensive, and are based on lengthy discussions that took place between the DMA and leading dialer vendors and opinion formers during 1998.

"The DMA guidelines require individual users to be responsible for their own dialer settings" said Sytel Managing Director, Michael McKinlay. "If users are free to make their own choices, then some, unwittingly or otherwise, may choose less rigorous standards than those recommended in the guidelines."

"The guidelines are a major step forward for the outbound industry and set a standard we expect to see widely adopted around the world by other national marketing bodies," said McKinlay. "Vendor compliance is the next natural step, and is a move that our business partners and customers have been looking for," he said.

Softdial users will be able to display the Softdial Plugin™ compliance logo. This will give their customers, for example companies outsourcing their lists, a guarantee that their lists will be called responsibly.

Pat Faley, Vice President of Ethics and Consumer Affairs for the DMA said "we've made a major step forward in creating a program that facilitates user compliance and are delighted to see Sytel make this additional move."

Other reactions from Sytel's business partners and customers around the globe include:-

Neil Perring, Managing Director of BPS Teleperformance in the UK said "As a telemarketing agency, we have been using the Softdial Plugin™ for over two years and are delighted at its ability to provide excellent predictive performance whilst keeping abandoned calls to a minimum. We applaud this move. Its the kind of action that some of our corporate clients have been looking for for a long time."



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David Puglia, Vice President, Product Marketing for Aspect Telecommunications said "we are pleased with Sytel's support of the US DMA guidelines for predictive dialing, which will provide an outbound standard that can be deployed in developing automated Customer Relationship Management applications. We believe these standards will help foster the development of a new generation of telemarketing and telesales applications that will provide more effective customer interactions."

Kian Saneii, senior vice president of worldwide marketing for IMA said "compliance with the US DMA guidelines for predictive dialing is a positive move for Sytel and a first for our industry. Forward-thinking companies that deploy Softdial Plugin™ as part of IMA's EDGE customer interaction software suite can be assured that their outbound campaigns will be efficient and productive, yet meet the strictest guidelines in the industry for responsible calling. Sytel has raised the bar of excellence in predictive dialing with this announcement," he said.

Mark Narita, President of ISD Japan, a Sytel business partner and leader in predictive dialing technology in Japan said "since predictive dialing technology and its presence in Asia is relatively young, it is imperative that guidelines are established before the technology becomes commonplace, to prevent the marring of its reputation. Consequently, compliance by Sytel with US DMA guidelines will be very welcome here in Japan and Asia," he said.

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#### **Information on Sytel**

Sytel Limited, is a UK company which specializes in outbound software and supplies its soft predictive algorithms to some of the world's leading call center vendors, including Aspect Telecommunications, Corepoint and IMA. Sytel has campaigned consistently in all major markets for self-regulation of predictive dialers and was a key adviser to the US DMA in the formulation of its guidelines. Michael McKinlay can be contacted at [michaelm@sytelco.com](mailto:michaelm@sytelco.com) and +44 1494 793200, and Sytel at <http://www.sytelco.com>.

For copies of articles by Sytel published in call center trade magazines in April 1999 reviewing the guidelines and their impact, see <http://www.sytelco.com/f1/downloads.html>.



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