



## **Confirmit Integrates Sytel Dialer to Enhance Contact Center Productivity**

### ***Sophisticated interface increases predictive dialer choice for CATI users***

*New York, NY and Oslo, Norway and London, UK: May 21, 2013:* Confirmit, the leading global solutions provider for Customer Experience, Employee Engagement and Market Research, is pleased to announce the advanced integration of Sytel's world-leading predictive dialer with the Confirmit Horizons CATI (Computer Assisted Telephone Interviewing) solution.

Sytel Limited, a global provider of IP contact center solutions, has used the Open Dialer API in Confirmit Horizons to develop a sophisticated interface with Confirmit. The solution maximizes interviewer productivity when deploying Confirmit surveys to contact center agents within both global and smaller scale customers. It also ensures regulatory compliance, as well as providing integrated voice recording and access to other applications such as live monitoring.

Terry Lawlor, EVP, Product Management at Confirmit said: "We are delighted that Sytel has achieved such an advanced level of integration with the Confirmit CATI platform, demonstrating the power and openness of our Open Dialer API. Sytel's integration ensures that our customers can now select one of the leading dialers on the market today to maximize interview productivity, while ensuring compliance with dialing rules and regulations. Sytel's ability to support multiple CATI solutions simultaneously also makes it easy for clients to seamlessly manage the migration to the Confirmit CATI solution," said Lawlor. "We look forward to working together with Sytel on more projects in the future."

Richard Compton, VP at Sytel with responsibility for the Market Research sector, commented: "Maximizing interviewer talk time, while adhering to industry regulations, is vital because it means more completed interviews per hour. A live trial of Confirmit at one of our major client sites produced excellent results and we received extremely positive feedback from callers, supervisors and senior management alike. This was very encouraging and confirmed that our decision to integrate with Confirmit was the right one. We too are looking forward to working with them on further joint developments and projects in the future."

#### **About Confirmit**

Confirmit is the world's leading SaaS vendor for multichannel Voice of the Customer, Employee Feedback, and Market Research applications. The company has offices in Oslo (headquarters), Cologne, Guildford, London, Moscow, New York, San Francisco, Vancouver, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Barcelona, Kuwait City, Madrid, Milan, Pattaya, Sydney, and Tokyo.

Confirmit targets Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include A&N Media, Aurora, British Airways, Cross-Tab, Dow Chemical, Farmers Insurance, GlaxoSmithKline, Ipsos, JTN Research, Keep Factor, Morehead Associates, Nielsen, The NPD Group, Swapit, Swisscom, Symantec and The Wellcome Trust. Visit [www.confirmit.com](http://www.confirmit.com) for more information.

## **About Sytel**

Sytel Limited delivers secure, resilient IP telephony and media infrastructure software for carriers, enterprises and hosted contact centre providers, connecting and managing calls and media sessions, without boundary. Sytel solutions provide high-volume routing and media processing on a distributed host-based platform, and are driving inbound, outbound and blended telephony, email, SMS, chat and other media types in over 50 countries. Sytel's toolsets deliver advanced capabilities to subscribers via the web, including scripting of call processing, real-time reporting and configurable dashboards.

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