



Press Release

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## **Sytel Enjoys Success in Cannes**

Sytel Limited, a leading supplier of contact center solutions, attended the first Contact Center Global Forum event held recently in Cannes, France.

Featuring 65 exhibitors and attracting over 400 delegates, the forum was an opportunity for Sytel to meet with contact center organizations from around the world, together with a number of key influencers within the contact center industry.

Combining an exhibition area with Forum sessions, workshops and interactive work streams, the event was an opportunity for debate and discussion on the changing nature of the contact center industry around the world, and the challenges facing the market as it continues to flourish. Commenting on the event, Michael McKinlay, managing director of Sytel said; "The Forum was an opportunity for us to meet with key industry leaders and decision makers, allowing us to discuss our views on the need to embrace responsible dialing practices, especially in respect of outbound dialing."

Many countries, especially within the Asia Pacific region, are currently reviewing their best practice guidelines for contact centers and to help them do this, Sytel released its Outbound Template, providing both vision and practical advice on how they ensure responsible dialing practices. McKinlay said; “The contact center industry continues to grow at a fast pace, especially in the APAC region and we are delighted to help both these and other countries avoid the pitfalls that some countries in EMEA and North America have experienced in recent years.”

This theme was much appreciated by attendees to the Forum. Mike Li, Secretary-General of the Chinese Call Center and CRM Association said; “We very much welcome the opportunity to learn from the experience of Sytel in outbound markets and it offers our members the chance to move to best practices quickly and gain a strong foothold in their chosen markets as a result.”

Based in the UK, Sytel Limited provides contact centre solutions to organisations in over 30 countries. In the outbound world, its predictive dialer, Softdial Plugin®, is recognized as being the leading dialer for delivering effective performance under compliance. Sytel has campaigned in all major markets for responsible rules for predictive dialers and acts as adviser on dialer regulations to many national marketing and government bodies around the world.

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