



Press Release

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### **Sytel Helps Outbound Call Centres Move out of 'Catch 22'**

In the wake of Ofcom's announcement in the UK of substantial fines for telemarketing companies announced on 30<sup>th</sup> January 2007, Sytel has decided to re-run its seminar series for call centre managers, aimed at achieving effective dialer performance under compliance.

"Now that Ofcom have shown their intention to fine anyone who works outside their compliance rules, the debate has moved on. For any dialer, compliance is actually easy; the real issue is now about getting effective performance under compliance, and that is what our seminars focus on." said Sytel's Michael McKinlay.

"A lot of companies in the UK have been working outside of compliance rules for dialers either because of ignorance, or in many cases, because their systems simply do not deliver the goods when forced to work under compliance."

“For the many users with under-performing dialers, the choice has been stark. Comply with Ofcom rules and see performance levels drop, sometimes substantially, or work outside compliance and risk substantial penalties.”

“No responsible call centre wants to be in this situation, but dialers still have a touch of mystique about them and it was not always clear in the past that dialer investments were going to be at risk, under a compliance regime.” said McKinlay.

Commenting as a long time Sytel user, Neil Perring of BPS Contact Services, part of the Teleperformance Group said; “We have been relying upon Sytel’s predictive dialing product for many years and have always been delighted at the excellent performance we get from their mandatory adherence to compliance. When the Ofcom rules came in, it was business as usual for us, with no loss in performance and no worries that supervisors might intentionally or otherwise breach the rules.”

Seminar details can be found at [www.sytelco.com](http://www.sytelco.com).

Based in the UK, Sytel Limited provides call centre solutions to organisations in over 30 countries. In the outbound world, its predictive dialer, Softdial Plugin®, is recognised 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.

BPS Contact Centre Services, part of the UK arm of the Teleperformance Group, operates outsourced contact centres across a wide variety of industry sectors. Its aim is to help clients manage and increase the value of their customer relationships using a skilled and experienced management team and state-of-the-art technology and contact centre infrastructure.

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