



Press Release
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Sytel Appoints Richard Compton in EMEA Expansion

Richard Compton comes to Sytel from Azzurri Communications to take on sales for EMEA and market research.

Sytel Limited, a global supplier of contact centre solutions, today announced the appointment of Richard Compton as VP Sales for EMEA. Responsibilities include the development of Sytel's highly successful market research division.

Richard previously served as Senior Development Director at Azzurri Communications, where he secured contracts with some of Europe's most successful call centre organisations, including Teleperformance, Virgin Atlantic, Shell, Esso and Global Crossing. He first came into contact with Sytel whilst working in this role. "Many well-known contact center vendors, like Azzurri, take the Sytel dialer algorithm on an OEM basis," said Richard. "I had the pleasure of winning several large contracts which included Sytel as a central component."

Sytel CEO, Michael McKinlay, commented "We have enjoyed a great working relationship with Richard for many years, and it is a delight to welcome him onto the team. Richard brings great experience both of direct sales and the reseller/ integrator marketplace, and is well-placed to communicate the many strengths of the Sytel product set to the enterprise market."

The move follows the appointment of Ken Brompton as Director of Business Development. Ken has played an important role in Sytel's emergence as global market leader in dialer technology for market research, leveraging the ease-of-use, reliability and flexibility of the Sytel dialer platform, including out-of-the-box integration with major CATI vendors, such as IBM SPSS, Nebu, Quancept, Nipo, Askia and CfMC.

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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