



Press Release
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AYLESBURY, UK

Sytel Confirms Order for First Installation in Russia

Sytel Limited, a leading vendor of contact center software solutions, today announced their first order for an outbound dialer installation in Russia. The order, for a telemarketing center in the far east of the country, will be fulfilled through one of Sytel's Russian integration partners.

Sytel CEO, Michael McKinlay, commented "This order represents a substantial expansion into new territory for us, confirming our truly global reach. Our telephony and media technology is a great fit for Russian users, for 2 reasons; firstly, our APIs allow easy integration with just about any legacy system. This means that through our integration partners, we can supply across a range of sectors - finance, healthcare, telemarketing - no matter what infrastructure or supporting business apps; and secondly, all Sytel's user interfaces can be localized, giving agents, supervisors and IT staff the freedom to work in their own language.

"Our local partner will be providing 1st and 2nd line support. End-users appreciate the level of assurance provided by hands-on, local expertise and same-language/ same-culture service."

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About Sytel

Sytel Limited software solutions connect and manage calls and media sessions, without boundary. Our solutions for carriers, enterprises and hosted contact centre providers deliver 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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