Sytel Demonstrates Hosted-Ready IP Services
at UK Trade Shows

Sytel Limited, a leading supplier of contact center and enterprise software solutions, has exhibited for the first time at two UK trade shows:

- Call Centre Expo - Birmingham – Sep 08
- IP'08 - London – Oct 08

Sytel Managing Director Michael McKinlay commented: "It's time to stop hiding in the wings and come to stage-front as a leading global supplier of hosted-ready IP contact solutions."

Sytel welcomed the flood of interest from many potential hosting partners wanting to offer secure, resilient, multi-tenant call management software as a service to their customers.

Michael McKinlay continued:

"We are seeing a surge of enquiries from companies wanting to offer hosted best-of-breed software services, either as a stand-alone contact center platform or to add value to a wider portfolio of services. As the market moves toward broad acceptance and take-up of IP converged services, end-users are recognising the business benefits of buying hosted services - lower start-up costs, lower IT costs as data and telephony converge at the browser, the enabling of remote knowledge workers, etc.

Our increased presence at these shows is in part to address the needs of this marketplace, but also to reflect a continued expansion at Sytel in both services offered and market penetration achieved."

On their stands, Sytel demonstrated live IP-only inbound call sessions using SIP phones, and including Sytel's next-generation IVR and scripting platform which delivers data-integrated scripts direct to a browser. Visitors warmly welcomed Sytel's 'Follow-Me' data-handling technology which enables the transfer of data from one agent screen to another.

Also, in the technical presentation theatre, it was standing room only as Sytel delivered a presentation on their IP contact center solution. Sytel Services Manager, Sunil Oberoi, explained some of the top features, gave a live IP demonstration and answered a hail of questions before a packed house.

Based in the UK, Sytel Limited provides enterprise and contact center software solutions to organisations in over 35 countries. In the outbound world, its predictive dialer, Softdial Plugin®, is recognised as being the leading dialer for delivering effective performance under compliance. This is at the core of a rounded contact center product available to end-users or to VARS and integrators wanting to integrate world-class components into their call center offerings.

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