



Press Release
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Sytel Drives T-Bilgi Call Center with Blended Inbound, Outbound and Multimedia

Sytel Limited, a leading vendor of contact center software, has begun the installation of a complete call center system for T-Bilgi in Turkey. The installation, including some application integration, will be performed by Intelitel, Sytel's integration partner in Turkey.

T-Bilgi's parent company, Escort Technology Investment Inc., is the licensed distributor of Toshiba laptops and PCs in Turkey, and the call center is being established partly to provide support and help-desk facilities for Toshiba end-users. The first stage of the installation, at their extensively refurbished call center in the Istanbul business district of Sisli, will provide outbound dialing and inbound help-desk capability, as well as email and web chat facilities, for 200 agents.

Ilhan Karakoc, Managing Director of Intelitel, commented "The Sytel system is very flexible and dynamic. On the outbound side, it delivers maximum predictive performance gain while producing minimum nuisance calls – a hot issue in Turkey at the moment! On the inbound side, Sytel provide smart call routing to target the best agent. But Sytel also offers automated agent blending, automatically reassigning outbound agents to handle any peaks in inbound demand. This keeps agent productivity as high as possible, and our clients happy. Adding email and chat into the mix gives a great all-in-one solution."

Karakoc continued, "The installation has shown an immediate increase in productivity, as well as improved reporting and extended functionality."

T-Bilgi plan to develop the business to over 600 seats across several locations in the coming months. Sytel CEO, Michael McKinlay, commented, "Multi-site/ multi-country deployments are our specialty. Our software components are designed to provide high volume traffic at low network load, and are well suited to high availability environments. This makes Sytel ideal for our large corporate clients, many of whom operate across several continents on a single unified system."

McKinlay continued "Sytel is committed to fully supporting its partners, and has a development roadmap particularly focused on what T-Bilgi, and clients like them in growing markets, will need in the future."

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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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