



Press Release

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## **Sytel Launches Instant Response IVR Product**

With immediate effect Sytel is launching a product, Softdial Instant Response™, that allows call center customers to give immediate feedback to a call center at the end of a call, whether the call was inbound or inbound.

Launching the product, the Managing Director of Sytel, Michael McKinlay said "How often have you had a call from a market research company inquiring how some particular call was handled, that you were involved in, say a week or two ago. Chances are that even if you remember the call, in this busy world, the feedback you give is not that precise, simply because you have forgotten. The aim of Softdial Instant Response™ is literally that – as the call finishes, allow the customer or called party to be routed to an IVR queue to record his experience on the call."

"This is where companies can get creative", McKinlay said. "For example on an inbound call you might ask someone a number of questions about call quality, using a keyed response on a scale of 1 to 10. That might give you a warm feeling if your call center scores highly. But it lacks precision in terms of things you need to know to make a call even better. So another way to get feedback is to ask a question and then let the customer speak! Often seen as a novel idea(!) and it means having to listen to replies, but what better way to improve your business than to listen to what your customers say, uninterrupted," he said.

"And why not consider using such a product on outbound calls as well?" McKinlay said. "If you are running a profitable outbound operation then you care about how calls are handled. Supervisors, doing monitoring operations, can only listen

to so many calls, and certainly don't get to ask questions about call quality. Even though not all answers provided within Softdial Instant Response™ may be to a manager's liking, again - just think what valuable information is being lost when you don't give the people you call a chance to immediately record their feelings about the call."

"Legacy systems have to do a lot of integration to provide this instantaneous level of service, if they can get there at all, and it doesn't come cheap", McKinlay said. "The beauty of our approach is that the product comes 'out of the box' with Sytel's Softdial Contact Center™. There is no integration work to do and a service can be live in just days, not months or years."

"Because within our system an agent is an agent is an agent, whether virtual (IVR) or live, the technology is free to be employed in a variety of unusual and innovative ways."

Based in the UK, Sytel Limited provides contact center and enterprise 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. 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.

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