



Press Release
Ref: SL150

Date: 03 Dec 2012
AYLESBURY, UK

Sytel Limited and GfK Group Complete Phase 2 Dialler Rollout

Sytel Limited, a global provider of IP contact center solutions, today announced that GfK Group has finished the European phase of its worldwide rollout of the Sytel dialler software, totalling 3700 licenses.

GfK is one of the world's leading market research companies, with several thousand interviewers around the world, based both in call centers and at home.

"Following the successful global deployment of our one-network approach, it was clear we needed a SIP-based dialler that could be deployed globally utilising its new infrastructure," said David Hynan, GfK Development & Infrastructure Director.

The Sytel platform was selected, providing a flexible approach whereby local needs were harmonised and a single Sytel dialler could be housed within GfK's centralised global hub.

"The Sytel platform stood out for us because the predictive dialler component gives a much greater boost in interviewer productivity over progressive dialing than any other dialler we have used or considered. Greater productivity keeps our customers happy and gives us an immediate return on investment."

"Another big benefit is the ability to launch calls locally as required, without compromising expensive global bandwidth. Interoperability between the Sytel core and the local in-country STG (Softdial Telephony Gateway) is achieved via very light, low-impact control traffic," Hynan added.

"Our new system reduces running costs in several ways," said Hynan. "Firstly, it enables local PSTN access for each country, so our interviewers on global projects are in effect making local calls, significantly reducing call costs over our previous system.

"Secondly," Hynan added, "centralisation means that we don't need trained IT staff in every country in which we have a presence. As all component parts of Sytel platform can

be virtualised, our rollout team in Germany has been able to rapidly deploy STG's in multiple countries.

"The Sytel platform has achieved certification by both our Computer Aided Telephony Interviewing (CATI) software provider, and our global network vendor. This gives us peace of mind that whether we set up a local access point in Paris or Kuala Lumpur, the Sytel dialler will work out-of-the-box with the surrounding infrastructure."

Sytel CEO Michael McKinlay commented "As well as the unbeatable interviewer talk time our dialer provides, we offer a 'concurrent usage' licensing model. This allows GfK to share their licenses across the globe, so as one country finishes a shift, another can start, using the same licenses. It gives them global calling for a fraction of the license cost of other systems."

Future phases are planned throughout North America and Asia in 2013.

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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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