



Press Release

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Sytel Powers inContact Compliant Dialing Solution

AYLESBURY, UK, and LITTLE ROCK, AR, US:

Sytel Limited announces that, in a first for the US market, its predictive dialing engine is now being marketed by inContact on a compliant basis.

The Sytel predictive dialer is white-labeled to many leading call center vendors, such as inContact, as their dialer of choice. inContact performed an in-depth integration with the Sytel product throughout 2010 and now offer it as part of the inContact portfolio. inContact is Sytel's first US integration partner to market vendor-compliance as a standard cloud offering, giving assurance to companies bound by FTC/FCC outbound regulations.

"Those companies that need to observe compliance will find that it comes as part of the package," says Sytel CEO Michael McKinlay. "That means no scope for going outside the regulations and incurring fines. But it also means that these companies benefit from the world-beating performance that Sytel is renowned for under compliance. Our dialing engine is the only one in the world that has been designed from the ground up to cope with compliance requirements laid down by the FTC and the FCC without sacrificing performance," concludes McKinlay.

Jim Tanner, inContact's Executive Vice President of Product and Strategy, commented "This is a great partnership for us. Our customers expect the best in dialing and this alliance with Sytel gives them just that."

Tanner concludes, "Compliance matters not just to those companies obliged to follow the rules. Increasingly, we see other users looking for the best in dialing performance but without the penalty of lots of silent calls. So we expect uptake of our new dialer not just in telemarketing, as governed by compliance rules, but in all other sectors as well. "

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About Sytel

Sytel Limited delivers call center software components and full-service solutions, connecting and managing calls and media sessions, without boundary. Sytel has particular expertise in predictive dialing, leading the world on performance under compliant dialing conditions and has advised the regulators worldwide on issues of responsible dialing. Sytel solutions are driving inbound, outbound and blended IP telephony and other media types in over 50 countries, servicing a broad range of industry sectors including finance, collections, telesales and market research.

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About inContact

inContact (NASDAQ: SAAS) helps call centers around the globe create profitable customer experiences through its powerful portfolio of cloud-based call center software solutions.

The company's services and solutions enable call centers to operate more efficiently, optimize the cost and quality of every customer interaction, create new pathways to profit and ensure ongoing customer-centric business improvement and growth. To learn more, visit www.inContact.com

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