



Press Release
Ref: SL147

Date: 05 Oct 2012
AYLESBURY, UK

Sytel predictive dialer improves telemarketing efficiency in SAP Business Communications Management 7

Sytel Limited today announced that its predictive dialing software is now available as part of the SAP Business Communications Management software, version 7. There are no implementation requirements and all outbound campaign settings such as call abandonment rate and dialing mode are now driven through the SAP Business Communications Management System Configurator. With the predictive dialing component, contact centers can improve the efficiency of their telemarketing campaigns.

“We are delighted at this major step forward with SAP,” commented Michael McKinlay, CEO of Sytel, “We look forward to serving their many customers around the world who want the best in predictive dialing, whilst eliminating silent calls. The predictive gain we offer is second to none and means that payback in a SAP outbound solution can be measured in weeks and months, rather than months and years.”

SAP Business Communications Management is an all-IP contact center suite for inbound and outbound customer communications. It helps companies improve customer service and run successful telemarketing and sales programs. The outbound campaign management tools can be complemented with Sytel’s predictive dialer, which helps contact centers to increase productivity even further. The dialer connects already answered calls to agents, which cuts unnecessary waiting times and enables agents to spend more time talking to customers.

About Sytel

Sytel Limited brings best-of-breed outbound technology to SAP customers worldwide, combining high-performance predictive dialing under compliance with unified session management across all media channels (voice, email, SMS, chat, etc). Our open APIs, backed up by our extensive experience as the leading OEM software provider for outbound, enable a tight integration with SAP Business Communications Management, providing high

reliability, security and scalability. Sytel solutions are built from the ground up to be hosted in the cloud, and are now driving productivity in over 50 countries.

For further information on Sytel:

Tel: +44 1296 381 200

Email: sales@sytelco.com

Web: www.sytelco.com