



Press Release

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Sytel Presents Public Sector Award

Sytel Limited, a leading supplier of contact center and enterprise software solutions, has presented the Contact Centre of the Year Award at an awards dinner for the public sector at the prestigious Arsenal Emirates Stadium in London, UK. Sytel joined with other sponsors to recognise excellence in public sector communications.

The winner of this year's award was the London Borough of Hillingdon. This is how the judges summarized Hillingdon's achievements:

"In the 2007/2008 period, Hillingdon Contact Centre handled 898,366 contacts, which marks an 11% increase over the same period last year, with no additional staff recruitment. Despite this, customer satisfaction ratings have increased. Hillingdon has demonstrated a clear understanding of the importance of frontline staff at the centre of the customer-focused strategy. Its contact centre is a vital tool in the successful implementation of the Hillingdon Improvement Programme."

Sytel CEO Michael McKinlay commented:

"Sytel are always glad to celebrate excellence in customer service, wherever it is found, and have campaigned long and hard against the abuse of predictive dialers. Technology is only one piece of the puzzle, but when used wisely, it can enable powerful benefits and great satisfaction for all involved. Well done, Hillingdon!"

Based in the UK, Sytel Limited provides enterprise and contact center software 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. This is at the core of a rounded contact center product available to end-users or to VARS and integrators wanting to integrate world-class components into their call center offerings.

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