



Press Release

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Tom Rocca to Head Sytel International Advisory Board

Sytel Limited has appointed Tom Rocca as a Director on its International Advisory Board (IAB). The IAB is tasked with advising call center organizations both in the US and globally on best practices for dialers.

President of the American based KPI Group, Tom has over 25 years in customer service and sales technology re-engineering for call centers. A former chairman of the American Teleservice Association (ATA) and currently an active ATA board director, Tom is a frequent speaker at customer service and consumer affairs seminars focused on contact center technologies, Tom is widely respected for his vision and authority within the industry.

Commenting on his appointment, Tom said; "This is an exciting opportunity for me and I am very pleased to be associated with Sytel. Their contribution to dialer technology is well known and combining this with the KPI Group's experience in recommending and implementing best class solutions to the contact center industry makes for a pro-active working relationship."

Tom's initial role will be to work with Sytel in exploring new markets and advising potential users on best practices and implementations, when considering call center solutions.

Michael McKinlay, managing director of Sytel Limited adds; "We are delighted to welcome Tom to the International Advisory Board. He brings with him a wealth of experience and we are confident that he will make a significant contribution to the continued global success of Sytel."

Based in the UK, Sytel Limited provides call centre solutions to organisations in over 30 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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