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**CloudCall Group plc**  
("CloudCall", the "Company" or the "Group")

### **New CRM Integration**

#### **CloudCall and Access Group partner to deliver Unified Communications for Profile**

CloudCall (AIM: CALL), a leading cloud-based software business that integrates communications into Customer Relationship Management ('CRM') platforms, is pleased to announce a significant new integration and partnership with The Access Group's 'Profile' recruitment CRM.

Built on CloudCall's new 'unify' architecture, the integration brings together CloudCall's Unified Communications services with Access Profile, to enable Access Profile's circa 15,000 users to capture details of every call and SMS and improve the quality of information in their Access Profile CRM system.

The partnership, which is based on CloudCall's new partner marketing program will see both Access Profile and CloudCall actively marketing to the 500 plus companies that use Access Profile.

Commenting on the partnership, CloudCall CEO, Simon Cleaver, said;

"This integration and partnership is a significant step towards our strategy of building on CloudCall's growing presence and reputation within the recruitment sector. I'm excited to be working with the rapidly expanding Access Group and hope this is simply the first step in our relationship as, across their entire product range, Access provide services to 40% of the UK's top 500 agencies."

Colin Whipp, Sales Director at Access commented

"We are always aiming to offer our clients the very best ways of getting the most from Access Profile and helping improve their business. The CloudCall solution provides a great communications platform that people will find incredibly easy to use while making them more productive."

ENDS

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## **About CloudCall Group Plc**

CloudCall is a software and unified communications business that has developed and provides a suite of cloud-based software and communications products and services. CloudCall's products and services are aimed at enabling organisations to leverage their customer data to enable more effective communications.

The CloudCall suite of software products allows companies to fully integrate telephony and messaging capability into their existing CRM software, enabling communications to be made, recorded, logged and categorised from within the customer relationship management (CRM) system with detailed activity reporting and powerful business intelligence capable of being easily generated.

At the end of December 2018, the Company had approximately 150 staff based predominantly in Leicester and London (UK), Boston (US) and Minsk (BY), with just over 31,000 end-users relying on CloudCall technology to power their daily communications.

## **About Access Recruitment**

Access helps the UK's top agencies to simplify the everyday running of their recruitment business to fuel efficiency and productivity, control costs and enable growth.

By bringing together best of breed products onto one platform Access take care of everything from sourcing, screening and attracting the right candidates, paying workers, contractors and candidates right through to billing clients and managing cash collection. This connected and collaborative way of working brings together every department within your recruitment business – giving you the freedom to focus on clients and candidates.