

**13<sup>th</sup> July 2020**

**CloudCall Group plc**

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

**CloudCall announces new integration for Zoho**

CloudCall (AIM: CALL), the integrated communications company that provides unified communications and contact centre software that tightly integrates with Customer Relationship Management ("CRM") platforms, announces the launch of a new integration for its' existing partner Zoho.

CloudCall's new integration adds enhanced features such as SMS (both broadcast and 1-2-1), CloudCall Chat and power-dialling capabilities to its' existing telephony and call recording services - all capable of being directly driven from Zoho CRM. These enhancements now give Zoho's customers the ability to add CloudCall's market-leading integrated services to drive even more value from their CRM.

With a decade of experience delivering integrated communications, CloudCall provides some of the deepest CRM integrations on the market and is the ideal technology partner to help Zoho customers deliver better communications experiences while surfacing invaluable business intelligence to improve their operations.

First launched in 2005, Zoho CRM empowers a global network of over 150,000 businesses in 180 countries to convert more leads, engage with customers, and grow their revenue. Zoho CRM was named in Gartner's January 2020 as Customers' Choice for CRM Lead Management.

Simon Cleaver, CloudCall CEO commented;

"Whilst we've had an old integration with Zoho for some time, it was limited in its functionality and received little attention as we'd focused more of our product development and marketing resources towards the recruitment vertical.

Current trading conditions have led us to accelerate our plans to broaden CloudCall's reach into additional sectors and Zoho, with its millions of diverse end users, is an exciting first step on that journey.

This new integration is so feature rich and seamlessly embedded that it should be a very compelling option for Zoho customers who want to boost productivity by linking their communications with their CRM."

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### **About CloudCall Group Plc**

CloudCall is a software and integrated 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 and improve performance.

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

At the end of December 2019, the Company had approximately 160 staff based in Leicester and London (UK), Boston (US), Minsk (BY) with over 42,000 end-users relying on CloudCall technology to power their communications.