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CloudCall Group plc

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

CloudCall announces enhanced integration with recruitment CRM TrackerRMS

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 it has a new, enhanced integration with its' existing partner, TrackerRMS.

CloudCall's enhanced integration with TrackerRMS adds new SMS features to its' existing portfolio of services, including one-to-one messages, broadcasts and templates, as well as intelligent dialling capabilities and CloudCall Chat. This updated offering now gives thousands of TrackerRMS users globally the ability to benefit from CloudCall's integrated services, to increase value from their CRM.

With significant experience serving the recruitment sector, CloudCall provides an unrivalled depth of CRM integrations within the market and is the ideal technology partner to help TrackerRMS empower its users and deliver greater business intelligence.

Simon Cleaver, CloudCall CEO, commented;

"Now that we have rebuilt the integrations on our unified architecture, it's great to be rekindling our relationship and marketing plans with TrackerRMS.

This integration is the latest example of CloudCall's strategic plan to increase its addressable market by rolling out world-class integrated communication solutions with the leading CRM systems."

Andy Jones, CEO, TrackerRMS added;

"At TrackerRMS, we are passionate about providing our clients with the best features and integrations, and we couldn't be more excited about this partnership with CloudCall. We look forward to seeing the continued impact that CloudCall's fully-integrated phone and texting functionality has on our clients' recruitment, sales and overall operations."

For further information, please contact:

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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.