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

CloudCall Launches Microsoft Teams Integration

New product bridges CRM with Microsoft Teams – enabling communications with CRM contacts to be managed directly from Teams and stored back in the CRM.

CloudCall (AIM: CALL; OTCQX: CLLLF), the integrated communications company that provides unified communications and contact centre software that tightly integrates with Customer Relationship Management ("CRM") platforms, today announces the launch of its innovative and differentiated Microsoft Teams integration, with CloudCall's Microsoft Team app now live and available for download on the Microsoft App Store.

Driven by changes to workplace practices accelerated by the COVID-19 pandemic, Microsoft has announced a significant growth in usage of its Microsoft Teams product to 115 million daily active users, as reported as at 28th October 2020. CloudCall has worked with the Microsoft Team's development team earlier this year to produce a fully integrated and Microsoft approved solution which enables CloudCall's customers to use Microsoft Teams with CloudCall's existing CRM integrations.

CloudCall's Teams integration goes much further than most as it bridges Microsoft Teams and CRMs platforms, so users no longer have to switch between their CRM and Microsoft Teams when communicating with their CRM contacts. Instead, CloudCall's Teams integration allows its users to search for CRM contacts and make outbound calls to those contacts directly from within the Microsoft Teams interface and, in line with CloudCall's standard offering, these calls are automatically recorded and saved against the contacts in the CRM.

Furthermore, CRM contacts can be shared throughout the user's organisation using Microsoft Teams messaging, enabling the recipients to open the shared contact's details in their CRM by using a single click from within Microsoft Teams. We believe this feature is particularly useful for today's more distributed workforces.

The Company believes this new functionality, which will be included as a no cost option in CloudCall's existing higher end packages, will increase CloudCall's appeal to Microsoft Teams users who wish to link their communications across both their CRM and Microsoft Teams platforms.

CloudCall's Microsoft Teams app will work with the majority of CloudCall's partner CRMs, including:

Generalist CRMs	Staffing and Recruitment CRMs	Property CRMs
Salesforce.com	Bullhorn	Property Base
Microsoft Dynamics CRM	Bullhorn for Salesforce	Apto
Zoho	Vincere	Left Main

	Tracker RMS	
	Mercury XRM	
	Target Recruit	

Commenting on today's announcement, CloudCall CEO, Simon Cleaver, said.

"With the huge uptake in Microsoft Teams and other video conferencing platforms, we see little benefit in tying up resources building our own video and collaboration software, particularly as Microsoft Teams is an excellent product and available at no additional cost in many of Microsoft's 365 bundles.

However, CloudCall's integration takes the Microsoft Teams functionality one step further, by linking it with CRM platforms and logging activities within those CRMs. I therefore believe this provides a significant opportunity for CloudCall to leverage Microsoft Teams' growing user base, particularly as this will be the first time many of our partner CRM users will be able to access their CRM contacts from their Microsoft's Teams interface – something that many of our customers have been telling us they want to do".

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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 June 2020, the Company had approximately 170 staff based predominantly in Leicester and London (UK), Boston (US) and Sydney (AUS) with over 43,000 end-users relying on CloudCall technology to power their CRM integrated communications.