

RNS Reach -

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Synety Group plc
(Synety or "the Group")

Integration of CloudCall[®] with Cirrus Nova's Prism CRM Suite

SYNETY has announced the integration of its CloudCall click-to-call, call recording and in-depth reporting software with Prism, a cloud based CRM and applicant tracking solution from Cirrus Nova for the recruitment market.

The integration enables Prism users to drive advanced telephony functions directly from the Prism interface using SYNETY's CloudCall. These functions include desktop click-to-dial, full integration of call histories, and the ability to add complete recordings of calls to customer and candidate records, giving the most comprehensive overview of current and historic client interactions.

Simon Cleaver, SYNETY's executive chairman, commented: "Leading providers of cloud-based recruitment software solutions such as Cirrus Nova are recognising the productivity and efficiency gains that are made possible through the integration of CloudCall. It presents a simple add-on, with no upfront costs, making CloudCall an easy purchase decision that offers rapid return on investment and the ability to enhance business performance."

For more information about Synety's complete CloudCall range visit <http://www.synety.com>

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