

22 July 2013

Synety Group plc  
("Synety" or the "the Group")

### **CloudCall Contact Centre Launched**

SYNETY announces the launch of 'CloudCall Contact Centre', a complete call centre solution that enables professional handling of both inbound and outbound calls from within numerous CRM (Customer Relationship Management) systems. CloudCall Contact Centre complements SYNETY's existing product 'CloudCall Click' which focuses on outbound calling from CRM.

CloudCall Contact Centre integrates with a company's existing CRM platform avoiding the necessity to change CRM provider or install specialised, and often very expensive, call centre solutions. Plus, as CloudCall Contact Centre can be deployed as a simple 'overlay solution and is telecoms platform agnostic, it's quick to deploy and there is no need to change any existing telecoms systems.

CloudCall Contact Centre is currently available with Microsoft Dynamics and CallPro CRM, but plans are already in place to roll it out across Synety's integrated CRMs in the coming weeks.

Once integrated CloudCall Contact Centre provides the following functionality:

- Click-2-Dial
- Enterprise wide Call logging – CloudCall Sync
- Inbound Screen Popping
- PCI compliant call recording
- Call categorisation
- Follow me
- Full management reporting tools

CloudCall Contact Centre is designed to work with any existing communications system and on any current PBX or landline infrastructure, meaning your current systems remain intact, secure and undisturbed.

Simon Cleaver, Executive Chairman of SYNETY, said: "Historically these product features were only available if you had invested heavily in specialised call centres

solutions, but now we are making them accessible to all companies – and straight out of their existing CRM platforms.

“We believe that CloudCall Contact Centre, priced at £30 per user, per month, is a compelling solution in comparison with the costs and disruption of replacing entire CRM systems – particularly when taking our ‘ultra-low’ call rates into consideration. CloudCall Contact Centre was the missing link of our product set and we are delighted to be launching it.”

"We are already in discussion with a number of sizable customers who have been waiting for us to launch CloudCall Contact Centre and would hope to be in a position to make announcements to this effect in the not too distant future.”

### **Additional Resources**

For further information about SYNETY and their complete CloudCall range, visit [www.synety.com](http://www.synety.com)

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### **About SYNETY**

Synety Group plc, formerly Zenergy Power plc, is a cloud based telephony software business and creator of the CloudCall suite. Designed to integrate with CRM (Customer Relationship Management) systems, CloudCall, allow businesses to make, record and monitor calls by simply clicking on a customer record in their CRM system. Synety makes the art of communication richer, faster and more streamlined.