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RNS - Reach

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

Eight Technology Integrates Synety's CloudCall into its DealerWeb Cloud Enquiry Management System

Enquiry & CRM software for car dealers enhanced with integration of CloudCall's advanced call recording and reporting functions, and ultra-low cost calling capabilities

Synety, the hosted telephony software and services specialist, is pleased to announce its first new CRM partnership since last month's acquisition.

Synety announced that Eight Technology, a retail motor software provider, has integrated Synety's CloudCall on-demand business telephony suite into its DealerWeb cloud enquiry management solution for car dealers.

The integration enables DealerWeb users to take advantage of CloudCall's advanced call recording, routing and reporting functions to improve customer interaction and enrich their sales database.

Dealerweb is used globally by Volvo Car Corporation, by Infiniti dealers across Europe, Hyundai in the UK and by several major UK dealer groups. It enables dealer sales people to improve customer conversion rates by guiding them through a detailed, stepwise sales process, from initial enquiry to concluding a deal. For sales managers, the software also supports monitoring of KPIs such as uptake of test drives and offers made to customers.

The integration will help to enhance dealers' sales by enabling three key functions. CloudCall captures potential customers' incoming phone numbers, allowing sales managers to track who has called, and cross-reference this information against details already stored on DealerWeb, assisting with managing and following-up sales prospects.

CloudCall also automatically records all telephone calls, which can give sales managers additional insight into the performance of sales staff, helping to identify any training needs and improving customer satisfaction and appointment rates. Furthermore, CloudCall automatically links call recordings to customers' records in DealerWeb, offering a complete picture of transactions with customers.

Martin Hill, managing director of Eight Technology said: "The integration of Synety's CloudCall with DealerWeb enriches the customer information in the enquiry management system,

helping sales managers to monitor and enhance staff performance and giving them much greater insight into their overall sales processes, from enquiry to completion. The addition of call recording gives a complete picture of customer interaction, as well as enabling real savings on call costs. The integration was made easy with Synety's API".

Synety's CloudCall API enables the CloudCall set of cloud hosted telephony services to be embedded in almost any customer relationship management (CRM) or sales management application using minimal coding, to support click-to-call capabilities, full call records and analytics, and call recording within CRM application suites.

CloudCall offers a fully featured hosted business communications solution that delivers real cost savings and productivity benefits. The CloudCall Enterprise service operates as a stand-alone phone service over a broadband connection, using either Synety VoIP handset or softphone. It can be provisioned within a few minutes and installed, configured and running within 2 working days, offering a hassle-free alternative to line rentals with a competitive per-user, per-month service charge

The CloudCall Click service provides software integration which works with customers' existing phone systems or can be used as a standalone system. It delivers click-to-call and call recording capabilities integrated into a customer's CRM (customer relationship management system).

Additional built-in functions include advanced reporting and analysis on usage and activity by user so that entire workforces can be monitored easily, integrated IVR / Auto-Receptionist to greet and help route incoming calls efficiently and call queuing which allows peak busy time calls to be handled more efficiently.

For more information about Synety's complete CloudCall range visit [www.synety.com](http://www.synety.com)

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#### About SYNETY

Synety is a software as a service (SaaS) company, developing, delivering and supporting advanced business telecoms capabilities. Synety's pay-as-you-use pricing model cuts costs and enables companies to react quickly to changing demands, without the need for dedicated servers or networks, and with no need for in-house telecoms expertise. The company is part of Synety Group plc (SNTY: LSE), formerly Zenergy Power plc, and is based in Leicester, UK. [www.synety.com](http://www.synety.com)