



PRESS RELEASE

INOVO is proud to announce that its strategic partner - Presence Technology's - Scripting Module was chosen by users as the Best Tool for the third year running.

The award is part of the CRC Golden Awards voted for by users, who rated functionality, effectiveness of technical support and tool flexibility

Johannesburg, 20.01.2010 - INOVO, a leading provider in the Telephony and Contact Centre market announced that it's strategic partner Presence Technology has won the Award for Best Campaign Management/Scripting Tool, for the third year running. The award was presented during the Customer Relationship + Call Centre Conference, that took place in Madrid on December 1st and 2nd, and was awarded by the Spanish Association of Customer Contact Centre Experts, Izo Systems and IFAES.

The Golden Customer Relations Centres (CRC) Awards in their Best Technology categories recognize the best technological solutions within the customer Contact Centre sector. The opinions and experiences of the actual users of currently available solutions were evaluated based on aspects including proposal quality, distributor capacity, fulfilment of deadlines, quality of technical support, quality of product updates and adaptation to the needs of each client.

INOVO deploys this powerful visual tool in various types of contact centres (telemarketing, product and service sales and data collection services etc.) to improve productivity, flexibility and process adherence.

"The scripting tool has proved to be a major contributor to the return on investment for our customers. It allows us to not only reduce the cost of interactions by simplifying the on-call fulfilment processes but provides dynamic and pro-active process adherence as well as the ability to automate manual processes that not only improve the service to customers but also provide tangible returns." says Wynand Smit, Chief Executive Officer at INOVO.

The tool is designed to give the Contact Centre Supervisor total independence. Presence Scripting offers a combination of development power and ease of use, enabling complex campaigns to be implemented in record time. With this module, a Supervisor with no knowledge of programming can create and configure new campaigns and implement sales arguments and service scripts.



With Presence Scripting, the Supervisor can establish new operational rules, such as management of compulsory fields or automatic validation of these based on their type, creating conditions and adding information from different databases.

About INOVO

At INOVO we believe that the true value in technology is unlocked by how the technology is applied in the organization. High operational costs, flexibility or agility to adapt to customer requirements, access to technology and capital, time to market, business continuity and specialized skills are some of the major challenges that organizations face by using traditional telephony, contact centre and self service solutions. At INOVO we strive to break down these barriers by building innovative solutions, we combine technology, flexible commercial models, great service, and exceptional technical/operational skills to exceed the business needs, revenue growth objectives and cost containment goals of our customers.

For further information, please visit our website at www.inovo.co.za

About Presence Technology:

Presence Technology is a worldwide leading provider of specialized Contact Centre software. Presence Solutions allow Contact Centres to optimize their resources and increase productivity between the business-client interfaces. Manned by highly qualified professionals, Presence works with numerous world class companies and boasts a vast network of partners throughout Europe, Latin America, South Africa and the U.S. who stand behind and provide support for any project around the world.

For further information, please visit our website at www.presenceco.com

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