



Macfarlane Telesystems and Lagan announce CTI and CRM integration

-provides Lagan Frontline CRM customers with enhanced screen-based control of telephony-

London, UK, 6th July 2005. Macfarlane Telesystems and Lagan announce today the integration of Macfarlane's CallPlus Computer Telephony Integration (CTI) and telephony solution with Lagan's Frontline Customer Relationship Management (CRM) software – creating new advanced functions for contact centre and customer service staff.

This new integration is already being implemented by several local authorities including Salisbury, South Hams and North Kesteven District Councils and Lancaster City Council.

The Macfarlane/ Lagan integration means that Lagan Frontline CRM users, typically customer service advisors, can now control a broad range of CTI and telephone functions – from inbound call control to screen-based dialling, messaging, conference calling and on-demand call recording – using a telephony toolbar embedded within Frontline itself.

Macfarlane and Lagan believe it is one of the most comprehensive, flexible and robust CTI and CRM integrations carried out to date and one that provides benefits at many different levels:

- Frontline CRM users will be able to take advantage of powerful 'softphone' capabilities embedded within their Frontline software to make/receive calls. They will also receive information about callers on their screens as calls are delivered to their desktops, so that they are

more informed when handling customer queries. This capability even extends to when calls are transferred by advisors to Back Office staff - and vice versa. Additionally, Frontline users can now more easily control CRM and telephony applications and features through access to a single screen (rather than having to switch between two applications).

- Administrative staff and customer service supervisors are able rapidly and flexibly to configure and control a wide range of telephony applications (including ACD, Recording, MIS and IVR) and CRM capabilities (including business processes and workflow, and authority and authentication) through a single management interface.
- Customers will benefit through speedier and more efficient service delivery
- Business managers gain by shorter call durations and more effective call handling that reduces 'cost-to-serve' as well as through increased customer satisfaction.

Both Macfarlane and Lagan solutions are used extensively today within the public sector, and Lagan's CTO David Moody believes this new integrated solution can help councils further improve contact centre efficiency.

“The 2004 ‘Gershon report’ focused on the importance of driving efficiencies and improving CPA ratings within the public sector and one of the key areas where those improvements can be made is in the customer contact centre. We estimate that through the provision of more intelligent answering options alone, councils can cut call duration by around 17 seconds per call; while an average 15 seconds per call can be saved through simultaneous voice and data transfers using our CTI technologies. If made right across the public sector, these cost savings could bring huge financial returns.”

“We are genuinely excited about the proactive nature of the relationship and about our shared vision” said Macfarlane’s Sales Director Paul Skinner. “As we move forward, we will look to incorporate many additional technologies and services into our joint offering – Virtual Contact Centre and Multi Media options for example – ensuring that our clients can efficiently handle customer contacts sent via any device, at any time, and still deliver positive customer experiences.”

The Macfarlane/Lagan CTI and CRM solution is compatible with most major telephony switches.

About Macfarlane Telesystems

Founded in 1987, Macfarlane is a UK developer and supplier of communication solutions to service providers, enterprises and public sector organisations. Its CallPlus platform supports a range of applications including contact centre, IVR and unified communications. The company delivers cost-effective, market-focused solutions directly and through strategic partnerships with vendors such as Lagan, Steria, Northgate and Onyx.

Macfarlane has established a strong position in the public sector where it assists central and local government in reaching e-government targets, providing a citizen-centric approach while working within Best Value practices. Existing customers number more than 70 local councils including those within the Government’s Partnership programme such as Somerset Direct Partnership, the Warwickshire On-line Partnership, Cornish Key Partnership and more recently, the Lancashire Partnership. CallPlus has enabled these Partnerships to link their many local councils and create single 'virtual' contact centres that serve citizens on a county-wide basis. More details can be found at www.macfar.co.uk

About Lagan

Lagan was established in 1994 and delivers CRM solutions, principally to the Government and Communications sectors through Frontline - a sophisticated software solution that allows organisations to communicate effectively with their citizens or

customers by telephone, face to face and electronic channels and in any supported language.

Lagan has been instrumental in working with the public sector to design, implement and maintain Customer Relationship Management solutions. Lagan is now a leader in this market with over 60 public sector organisations having selected Frontline as their CRM platform, including three of the top five UK metropolitan authorities. Today, Lagan solutions serve over 8 million citizens in the UK.

Lagan has enjoyed substantial and sustained growth over the past three years. This success has been reflected in its appearance in the Deloitte Fast 50 for three successive years, and a listing in the Sunday Times ARM Tech Track 100 as one of the UK's fastest growing technology companies.

Lagan operates from offices in Belfast, Northern Ireland, London and Maryland, USA. For more about Lagan and Frontline, please visit www.lagan.com

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