



MEDIA RELEASE

For Immediate Release

IPscape he-said-she-said hosted voice recording launched

Fast and easy compliance tool for insurance and financial services

Sydney, NSW - 26 November 2009 - IPscape today launched he-said-she-said, a hosted voice recording service for compliance that can be implemented in 24 hours.

he-said-she-said can be used by call centre agents or sales team members to record inbound and / or outbound customer calls for management, compliance or quality assurance reasons. Using cloud-based technology, voice recording is simply and automatically added to every inbound and outbound call without extensive implementation or training and does not disrupt existing infrastructure and telco operations.

According to Simon Burke, CEO at IPscape, 'he-said-she-said's fast and easy implementation also makes it a perfect "emergency" service if existing old world voice recording systems fail or simply can't deliver the necessary reports.

'For organisations in insurance and financial services, he-said-she-said is a simple, reliable and easy way to comply with regulations around verbal proof of sale to keep revenues flowing,' said Burke.

he-said-she-said's browser based management console provides DIY management of the service including search and download of voice recordings, managing which inbound numbers are recorded and exploring real-time and historic reports. The included real-time reporting and wall boards provides instant insight into call volumes and call duration.

'Adding IPscape's cloud-based Interactive Voice Response (IVR) explodes inbound capacity and enables clever skills-based routing, instant agent reallocation based on real-time demand and more granular up-to-the-second reporting including wait times and talk times,' commented Burke.

The he-said-she-said service is available immediately.

ENDS

About IPscape

Built from the ground up in Australia, IPscape's award-winning hosted or Software-as-a-Service (SaaS) call centre and customer contact solutions benefit from over 50 years first-hand call centre experience and the latest voice and data technologies. IPscape's SaaS approach is simple, clever and fast so clients can concentrate on customer service delivery not the infrastructure. More information from www.ipscape.com.au

Animation showing how cloud-based call centres work is available on YouTube at:

<http://www.youtube.com/watch?v=CChjA2uSM1g>