



Synety Group PLC

Further Integrations

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

Further Integrations

TrackerRMS CRM integration

SYNETY announces the integration of CloudCall, its click-to-call, call recording and in-depth reporting software with TrackerRMS, a fast growing UK and US CRM (Customer Relationship Management) Solution.

The integration, which was completed by TrackerRMS using Synety's API*, provides their end users with advanced telephony control directly from TrackerRMS's interface. Functionality includes click-to-call, screen popping, call logging and recording, plus detailed analysis of staff telephony activity.

Simon Cleaver, SYNETY's Executive Chairman, commented: "I am delighted to welcome TrackerRMS as a partner and are looking forward to working with them to both in the UK and US. Some marketing activity has already begun and we have seen good interest from a number of their customer"

*API - (application program interface) - which allows disparate software solutions to 'talk' to each other.

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About SYNETY

SYNETY is a leading cloud-based software and communications business based in Leicester, United Kingdom.

The company develops and provides a suite of cloud-based software products and services known as CloudCall® which are aimed at enabling organisations to use their communications more effectively. The CloudCall® suite of products allows companies to fully integrate their telephony systems into their existing software, enabling calls to be made, recorded, logged, categorised and detailed reports easily generated.

Since 2011, SYNETY has grown rapidly, seeing considerable increases in both the number of end users and in the number of CRM companies integrated with its software.

For additional information about SYNETY please visit www.synety.com

This information is provided by RNS
The company news service from the London Stock Exchange

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