



## **MarkeTel achieves ShoreTel certification for predictive dialer excellence**

**July 12, 2010**

**REGINA, Canada** - MarkeTel Multi-line Dialing Systems Ltd. (MarkeTel) is pleased to announce that it has successfully integrated its MarkeTel Pursuit™ predictive dialer technology with the ShoreTel Unified Communications solution to provide seamless operational compatibility and improved functionality to contact centers around the world.

MarkeTel, a complete contact centre solution provider, recently completed the ShoreTel Technical Partner Program certification process that ensures inter-operability between some of the best technology solutions on the market today, and helps businesses leverage specialist applications to best meet their specific business needs, improve efficiency and boost productivity.

"The combination of MarkeTel's superior predictive dialer technology and ShoreTel's expertise in Unified Communications is a great win for new and existing clients, said Ngee Cau, CEO of MarkeTel. "Our mutual focus on delivering superior business value while eliminating complexity puts our products ahead in the industry for flexibility and ease of use."

The ShoreTel certification lab testing process has verified that MarkeTel Pursuit™—a task-focused predictive dialer for contact centres of all sizes can be configured to work flawlessly in the ShoreTel UC environment. Tight integration means the ShoreTel UC system and MarkeTel's predictive dialer work in unison to help contact centers maximize agents' talk time and optimize campaigns.

"MarkeTel has a proven history of responding to the needs of businesses with industry-leading predictive dialing products, and is a natural partner for ShoreTel," said Kevin Gavin, Vice President of Marketing at ShoreTel. "By successfully completing the ShoreTel certification process and joining our Technology Partner Program, we can offer our customers best-in-class unified technology to help optimize contact center performance and ultimately increase sales". Companies who have already installed the compatible technology are reporting phenomenal success "I have installed and currently manage over 60 unique ShoreTel systems across hundreds of sites," explained Kyle Jamieson, Senior Engineer at Ascent Solutions. "I have been able to take advantage of ShoreTel's support for open standards, and integrate many third-party solutions. MarkeTel Pursuit™ was quick and easy to deploy and ShoreTel certification gives me peace of mind that the product will be well supported in the future".

For more information on how this innovative product can help increase efficiency, reduce costs, and improve customer service at any contact centers, please contact MarkeTel at:

Marketel Multi-Line Dialing Systems Ltd.  
Phone: 1-800-289-8616  
Fax: 306-359-6879  
Web: [www.marketelsystems.com](http://www.marketelsystems.com)  
Email: [sales@marketelsystems.com](mailto:sales@marketelsystems.com)