

**SWORD**

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## Sword Ciboodle voted a Top 10 call centre technology

### Readers of Call Centre Helper recognise company's strengths in the contact centre

Glasgow, U.K. – December 3, 2009 – Sword Ciboodle, provider of customer-oriented business software and services, today announced that it has been voted as one of the Top 10 Call Centre Technologies of 2009 by readers of Call Centre Helper, the U.K.'s leading online call centre publication. The product was voted fourth overall in a competition that encompassed all aspects of contact centre technology.

“Sword Ciboodle was clearly recognised by our readers as one of the key players in call centre technology,” said Jonty Pearce, editor, Call Centre Helper. “The comments received from voters reflected Sword Ciboodle’s ability to respond swiftly to the ever changing call centre environment, and also its capacity to improve the customer experience.”

Call Centre Helper released some of the comments made by voters about Sword Ciboodle, which included:

“This product allows for the fastest, most robust solution development for changing environments.”

“Application is very intuitive and fast. Provides all tools needed by call center agent to process calls efficiently and provide an excellent customer experience.”

“Has provided a great reporting tool that has increased our sales performance and allowed us to provide targeted coaching and tips to our associates. “

A complete list of the Top 10 Call Centre Technologies can be viewed at:  
[www.callcentrehelper.com/the-top-10-call-centre-technology-for-2009.htm](http://www.callcentrehelper.com/the-top-10-call-centre-technology-for-2009.htm)

“We are delighted to have made the Top 10 list, particularly as this year’s list was voted for by the readers of Call Centre Helper,” said Kenny Bain, CEO, Sword Ciboodle EMEA. “It is particularly pleasing that voter feedback reflected our product’s strength in responding to change, which is one of Sword Ciboodle’s key differentiators in this sector.”

ENDS

Notes to editors over/

#### Media Relations

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Sword Group

e [media@sword-group.com](mailto:media@sword-group.com)

t +44 20 8232 2555

#### Investor Relations

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Sword Group

e [stock@sword-group.com](mailto:stock@sword-group.com)

t +33 472 85 37 40

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#### About Call Centre Helper

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Call Centre Helper is the leading call centre magazine – a free, online weekly magazine aimed at giving call centre people up-to-the-minute advice on how to make their businesses work more effectively. Separated in to four distinct areas - call centre management; call centre technology; call centre life; and call centre jobs - the aim is to help readers navigate as swiftly as possible to the area that interests them most. To this end, there are lots of regular features, such as a Question and Answer column that asks people with real-life call centre experience to answer the real-life problems faced by their peers in the industry, and a monthly “How Do I” editorial, offering guidance on all sorts of matters relating to the working world. [www.callcentrehelper.com](http://www.callcentrehelper.com)

#### About Sword Ciboodle

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Sword Ciboodle helps improve the way large organisations interact with their customers. The combination of award-winning, process-managed CRM software and specialist consulting and delivery services help Sword Ciboodle’s clients achieve higher revenues from their customers and reduce operational costs. Sword Ciboodle is consistently recognised by industry analysts as one of the world’s leading customer-centric technology providers. For more information, please visit [www.sword-ciboodle.com](http://www.sword-ciboodle.com).

#### About Sword Group

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Sword Group delivers high value business applications to the world’s largest companies globally. With operations in 37 countries, Sword today employs over 2000 people and in fiscal year ending December 2007 generated \$263m in consolidated revenue. An international leader in the delivery of Business Process Improvement solutions, Sword’s skills, infrastructure and experience help our customers across regulated industries optimise performance, increase efficiencies and maximise return on investment. With flexible delivery options, including On Demand and On Premises, combined with our extensive industry expertise, Sword provides comprehensive support to customers across insurance & healthcare, energy, banking & finance, telecoms, utilities, engineering & construction and government. For more information, please visit [www.sword-group.com](http://www.sword-group.com).

#### Contact

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Danny Sullivan  
inmedia Public Relations Inc.  
Tel (UK): +44 (0) 141 404 6478  
Tel (US): +1 613 686 5657  
Email: [dsullivan@inmedia.com](mailto:dsullivan@inmedia.com)

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---

Sword Group

e [media@sword-group.com](mailto:media@sword-group.com)

t +44 20 8232 2555

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Sword Group

e [stock@sword-group.com](mailto:stock@sword-group.com)

t +33 472 85 37 40