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# NetCall Press Room

03 June 2003

## NETCALL SIGNS INITIAL FAR EAST DISTRIBUTION AGREEMENT IN JAPAN

### NETCALL SIGNS INITIAL FAR EAST DISTRIBUTION AGREEMENT IN JAPAN



NetCall Telecom Ltd



*Netcall, the supplier of call centre technology products, has signed its first Asian distribution agreement with Digiberry, a Japanese technology distribution company, via its JV Netcall Asia Pacific (Netcall APAC). This newly established JV with Committed Capital, the Australian-based Corporate Advisory and Private Equity firm, has been set up to market and distribute Netcall's flagship product, QueueBuster™, throughout the Far East and South America.*

Netcall signed a memorandum of understanding with Committed Capital last year. The agreement established the distribution JV for Asia as well as securing considerable strategic input and managerial resources from Committed Capital in return for an option package. To date Michael Liley, a Committed Capital Partner, has been appointed chief executive of Netcall's main operating subsidiary, Netcall Telecom and Anthony Lynn is heading Netcall APAC. Committed Capital also has a 3.5% stake in Netcall. (See note to editors for more details.)

**Ron Elder**, Chairman, commented:

*"This distribution agreement is an important step in fulfilling our stated strategy for international growth. The JV with Committed Capital has already delivered a distribution partner in the key Japanese market. However, their contribution extends beyond this to include strategic advice and the substantial strengthening of our management team. We look forward to developing the customer base in these important overseas markets."*

3 June 2003

#### ENQUIRIES:

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Michael Liley

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## **NOTES TO EDITORS:**

### **Netcall plc**

Netcall is an AIM listed company's whose main product, QueueBuster, eliminates the need to be kept waiting on hold by call centres, giving callers the option of hanging up, keeping their place in the queue and taking a free call back when a live agent is available to speak to them.

Netcall recently announced a key contract with BT Group plc for over £1.5 million. Its blue chip client base also includes The Cooperative Bank, One Tel, Royal and Sun Alliance, Thames Water, United Utilities and Vertex. All Netcall's multi-site customers, who have bought QueueBuster for one call centre, have placed additional orders for their other sites.

The QueueBuster product allows the call centre to manage volumes and costs whilst delivering a greater level of customer satisfaction. Personalised call back results in less caller complaints and shifts caller control to the call centre, so that calls can be better managed. It also eradicates the wasted call time when customers cannot be immediately connected to the right member of staff.

NetCall has estimated that each day 734,850 calls are made to call centres from work awaiting an answer for two minutes or longer and that hanging on the telephone was estimated to cost industry around £62 million a year. Some of the longest waiting times to call centres last up to 20 minutes. Customers who endure the stress of holding often vent their frustration at agents, wasting call time and increasing anxiety levels in call centre staff. QueueBuster customers all comment that the product really helps to take away the frustration and delivers the exceptional customer service they strive for.

The hardware and software technology provided by QueueBuster fits and works with any existing telephone, internet or switch system. In the UK alone Netcall estimates that over 1,000 call centres could benefit from using QueueBuster.

Netcall reported revenues of £861,000 in the year to 30 June 2002 and a net loss of £2,250,000. In the six months to 31 December 2002 the company reported increased revenues of £829,000 and a reduced loss of £490,000.

**Committed Capital** is a new breed of Private Equity firm specialising in helping organisations to create significant improvements in shareholder wealth by deploying its "Executive Capital" operationally on behalf of current management and shareholders.

Committed Capital seconds its executive shareholders to a client business, working alongside existing management, to evaluate and improve every aspect of the business to create new global financial horizons and realise untapped value for the company.

Committed Capital acquired a 3.5% stake in Netcall in the private placing last year. Netcall signed a memorandum of understanding with Committed Capital at that time for an agreement in which Committed Capital would be issued options to subscribe for up to 15% of the share capital of the company, exercisable in three tranches at exercise prices of 10p, within one year of the date of grant, 15p within two years of the date of grant and 20p within three years of the date of grant, per Ordinary share. The arrangement with Committed Capital was set up to establish a joint venture with Committed Capital to market QueueBuster in Asia, Australasia and South America as well as to facilitate the securing of a global distribution partner for QueueBuster.

**Digiberry Corporation** is a Japanese technology distribution company, which has been involved in the start-up and development of Japanese operations of several notable western companies, including AST Research, Dell Computer, Gateway Computers, Getty Images and recently PrintLife. Digiberry will be distributing Netcall's QueueBuster™ product, which has seen particular success in the UK following a recent contract with the BT Group for over £1.5 million.

**Michael Liley** has a background in marketing, strategic and general management in several different industries in Australia, the UK and Asia. For the last two years he has been a partner in the Australian based Corporate Advisory Group, Committed Capital. Prior to joining Committed Capital, he was a member of National Australia Bank's senior executive group where, amongst other roles he was General Manager, Global Retailing and Channel Development, responsible for modernising the bank's channels globally, as well as running the retail banks around the world. Immediately prior to his leaving the Bank in mid 2001, he was responsible for the development of a division of the bank building new businesses of the future, especially as they relate to online and new economy activities.

**Anthony Lynn** joins Netcall APAC from Committed Capital, where he worked on the Executive Capital team and has considerable leadership, management, sales, product development and manufacturing and sales experience in the technology sector.

He held leadership positions at engineering firms before joining GEC in 1991 in its systems based GEC Satchwell Control Systems business. After seven years with GEC, he moved to the Swiss-

based Asea Brown Boveri, one of the world's largest electrical engineering companies, as General Manager and Executive Director of ABB Instrumentation and Control. In 2000 he became CEO of the Macquarie Bank backed ASP start-up, BiziWorks. Prior to joining Committed Capital, he was General Manager Asia Pacific and Group Vice President - Product Development for international solid state storage vendor, Platypus Technology, where he led the successful engagement of Mitsubishi and Hitachi (both of whom subsequently invested in the company) as distribution partners in Japan along with Samsung in Korea.

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