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## PENNINE PARTNERS CC4SKYPE TO OFFER OMNI-CHANNEL SKYPE FOR BUSINESS CONTACT CENTRE SOLUTION

*Certified by Microsoft, CC4Skype can Integrate With a Variety of Applications to Get the Most Out of Skype for Business*

### Details of the release

Pennine, the leading communications, data, networking specialist has signed a UK partnership agreement with Netherlands customer care software provider, CC4Skype.

The new deal gives Pennine access to CC4Skype's Microsoft-certified omnichannel contact centre solution.

Designed specifically for, and natively integrated with, Skype for Business (SfB), it enables customer interaction via telephony, social media platforms and chat to email. In addition it incorporates extensive customer interaction reporting tools and can be integrated with key Customer Relations Management and Unified Communications (UC) applications.

CC4Skype, a market leader in contact centre solutions for SfB, boasts a track record in both SME and large-scale corporate environments across Europe, the Middle East and Australia.

Commenting on the new partnership, Pennine's Sales Director Steve Watts said: "Skype for Business continues to grow in importance both within our wider product portfolio and across our diverse client base. What CC4Skype brings is a very powerful and affordable application which is specific to contact centres, a sector in which Skype for Business has previously struggled to gain real traction.

*"Not only does it enable the enhancement and streamlining of customer communications, but it's also impressively intuitive. That means it's easier to introduce, for its benefits to be realised and its investment recouped."*

He added that Pennine was also attracted to the solution's sophisticated call routing and management capabilities. Controlled via a graphic interface with drag and drop functionality, these allow call paths to be determined by multiple parameters. These include product, language, skill level, client type and staff knowledge.

Clients and potential clients will also be able to evaluate CC4Skype at April's IP EXPO Manchester where it will be showcased by Pennine.

Gerry de Graaf, Global Channel Leader at CC4Skype also welcomed the deal with Pennine, saying: "Pennine is an important addition to our European partner network. The company has both an impressive skill set and reach, serving a contact centre client base which spans SMEs through to international Blue Chips.

"This partnership will provide Pennine with a much stronger proposition with which to target the contact centre market as a whole and enhance its existing clients' customer communications capabilities."

## About Pennine

Originally founded in 1976 as a two-way radio specialist, Pennine today offers a broad portfolio of specialist products and services. These span that original two-way radio specialism along with unified communications, mobile telephony, hosted voice and data facilities plus IT support services. Solutions offered under this umbrella include traditional, VoIP and hosted business telephone systems, mobile network and consultancy services; wireless and data networking; and managed services.

Pennine's client base is equally broad, embracing SMEs, public and local authorities and internationally renowned Blue Chip businesses. An award-winning company employing around 75 skilled staff and accredited with the Investors In People Silver Standard, Pennine turns over in excess of £7m annually.

In December 2016 Pennine was acquired by Salford-headquartered Nycomm, joining the group's solution division alongside the [Rocom](#) and [Videonations](#) brands.

## About CC4Skype

CC4Skype offers customer care software for intuitive customer contact. The solution is completely developed for and integrated with Skype for Business. Simple in implementation as well as in use, not only for the customer contact branch but also for receptionists and operators. Professional real-time dashboards and historical reports are included. The client, supervisor, operator and administration interfaces are designed from the users' perspective. Because of the chosen development method, the customer care solution for Skype for Business is trustworthy and scalable.

## Contact

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