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151 Advisors Selected by CC4Skype to Drive Channel Development for its Call Center Solution

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

Highlights

- *151 Advisors provides distributor, reseller and end customers with Intuitive Contact Center Solution*
- *CC4Skype, Certified by Microsoft, integrates with a variety of applications to get the most out of Skype for Business*
- *151 Advisors will set up distribution and reseller channel partners the U.K. and Ireland*

Details of the release

[151 Advisors](#), a global advisory and execution firm specialising in mobility, Internet of Things (IoT), smart cities, ICT, telecom and cloud-based technologies, announced today its latest client agreement with [CC4Skype](#), a Netherlands-based provider of an intuitive call center solution for businesses. 151 Advisors will be the partner of CC4Skype for setting up and supporting the distribution and reseller channel partners in the U.K. and Ireland.

CC4Skype is a full-fledged Contact Center and Omni-Channel business solution that has been developed for and integrated with Skype for Business. Its Skype for Business environment unites agent and customer communication to provide a comprehensive reporting tool for all customer interactions. Certified by Microsoft, CC4Skype can integrate with a variety of applications to get the most out of Skype for Business and is currently deployed in Customer Contact Centers across Europe and the Middle East.

“We initially met the CC4Skype team at CeBIT 2017 in Germany, and as soon as we saw their product we realized we found a first-class solution - it’s intuitive, quick to set up, highly functional and operates on-premise or in the cloud,”

said 151 Advisors U.K. Partner Neil Packman. “We see this solution as being ideal for either dedicated call centers, a market that Skype for Business has struggled to penetrate as well as in less formal environments such as internal help desks. In addition, one of the key functions that won us over was the sophisticated call routing and queuing, as well as, the graphical interface’s drag and drop functionality. This enables the user to set up even the most complex of

requirements and takes into account multiple parameters such as product, language, skill level, client identity and knowledge weighting for staff.”

151 Advisors EMEA Managing Director David Brown, who has a track record in taking new ICT products to market, believes that CC4Skype is ideal for the U.K. market, stating, “It has a high level of integration with applications that have a dynamic URL, such as Microsoft Dynamics and Sales Force.com and is a complex solution that’s made to look very simple. I believe that Skype for Business - or Microsoft Teams as it is about to be re-branded – is on the verge of making significant inroads into the mainstream voice and collaboration markets, and can only be accelerated by-products like CC4Skype adding the type of functionality that it needs to compete with and overtake competitive solutions.”

CC4Skype’s Global Head of Partner Sales Gerry de Graaf says that the U.K. is a key market and chose to work with 151 Advisors due to their combined knowledge of the contact center market, cloud-based Unified Communications and the U.K. ICT partner channels.

Mr. de Graaf added, “From our earliest conversations with Neil and Dave from 151 Advisors, they demonstrated a real passion for what we are doing and an in-depth understanding of the market. We are delighted to be working with them and this partnership can only help CC4Skype attain our goals in the United Kingdom.”

About 151 Advisors

151 Advisors provides technology companies with a combination of advisory and execution services to ensure companies are focused on the right markets, establishing new market positions and accelerating the growth of its products and services. With decades of experience building ideas into successful businesses and working across the full tech ecosystem to drive revenue growth, 151 Advisors helps companies from growth-stage startups to large global corporations execute strategic sales and business development initiatives. For more information, visit <http://www.151advisors.com> and follow us on [Twitter](#) and [LinkedIn](#).

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.

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