

**SWORD**

UPGRADE YOUR BUSINESS

Press Release

Queensland Government departments select Sword Ciboodle to deliver new contact centre project

Product's ability to deliver high quality customer service over multiple channels cited as a key factor in decision

Sydney, Australia – 20th October, 2009 – Sword Ciboodle, provider of customer-oriented business software and services, today announced that it has been selected by two Queensland Government departments to deliver the CRM technology platform supporting operations of a new contact centre to be shared by the Queensland Police Service (QPS) and Smart Service Queensland (SSQ). It is expected both agencies will collectively handle more than four million contacts annually through the new centre.

Following a successful project scoping stage, Sword Ciboodle has been awarded the contract to roll out its award-winning CRM software across the new contact centre.

Sword Ciboodle has been engaged to deploy a customer relationship management solution for the QPS Policelink contact centre initiative. Supporting QPS operations, the introduction of Policelink will provide an additional multi-channel point-of-contact for anyone wishing to make non-urgent contact with Queensland Police. The QPS anticipates that Policelink will reduce the call burden at existing police stations and establishments, increase capacity of operational police, facilitate the delivery of improved client service to the community and decrease the volume of inappropriate calls to Triple Zero (000).

Sword Ciboodle has been selected to provide measurable improvements in operator efficiency, as well as improved data quality and entry and client service. Sword Ciboodle is to deliver a platform for Policelink that will be integrated with police records, workforce optimisation and telephony solutions, which is anticipated to provide a significant reduction of transaction time. The system is also planned to capture and utilise customer interaction history to enable improved service delivery.

“Sword Ciboodle has an excellent pedigree in delivering high quality client services via multiple channels,” said Brian Donn, CEO Sword Ciboodle Australasia. “With its easy to use functionality, our product can help maximise the effectiveness of new staff as quickly as possible through its advanced process and knowledge support.”

Smart Service Queensland is the “front door” to the Queensland Government – delivering service excellence for Queenslanders. SSQ makes Queensland Government services more accessible, efficient and convenient to members of the public across three channels: one website (www.qld.gov.au), one phone number (13 13 04) and one integrated service counter. Services include general enquiries, concession applications, vehicle registrations, licence applications and so on. The Sword Ciboodle platform will provide SSQ with the ability to integrate more services on behalf of government departments and agencies, and provide an opportunity for government to deliver a wider range of services.

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For SSQ, Sword Ciboodle has been contracted to deliver a platform to capture and maintain all content across all three channels in the contact centre environment, providing a single view of each customer, and ensuring content follows the customer through the life of the transaction, regardless of which channels they use. The platform will also be required to provide a dynamic scripting platform, and will track enquiry topics and report on time taken for each interaction across topics, which will be used as a billing and invoicing platform for cost recovery.

“Sword Ciboodle’s ability to provide a secure environment, where agents have access only to information required for the transaction, is an inherent feature that was required by both SSQ and QPS,” said Donn.

Sword Ciboodle is the award-winning business-process-driven CRM software product for multi-channel contact centres. Working with customers including Crazy John’s, Australian Unity and Telecom New Zealand, among others, the company has built on its global success to increase its presence in Australasia and position the company for future growth.

“We are very excited to be working with the Queensland Government on these projects and look forward to designing a powerful platform for the new contact centre,” added Donn. “Following on from our successful delivery with Crazy John’s last year, these customer wins are a great way to round-off 2009 and we hope to build on this going into 2010.”

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About Sword Ciboodle

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.

About Sword Group

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.

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