NEWS RELEASE

Mitel appoints Jane Brett to accelerate Contact Centre sector sales in EMEA as new portfolio improves the customer experience

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Industry veteran expands contact centre expertise available to Mitel's EMEA customers

- Jane Brett appointed Head of Contact Centre sales in EMEA
- Mitel aims to grow contact centre market share
- Mitel announces enhancements to **Contact Centre portfolio**

Mitel® (Nasdaq:MITL) (TSX:MNW) a global leader in real-time business, cloud and mobile communications announced today the appointment of Jane Brett to Head of Contact Centre sales in EMEA recognising the need for dedicated focus on one of the company's strategic growth businesses. Jane Brett joins Mitel with over 18 years' experience in contact centres working with Fortune 500 / FTSE 250 companies around the globe. The appointment follows a **retooling of Mitel's contact centre portfolio** designed to meet growing demand for mobile, cloud and multimedia capabilities.

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Brett was excited about Mitel's portfolio stating, "Businesses should not be prevented from achieving their customer loyalty aspirations by being shackled with legacy systems or the high cost to serve. Complacency should

not be tolerated and Mitel continues to deliver against contemporary contact centre demands."

Jonathan Sharp, Sales & Marketing Director, Britannic Technologies Ltd, said, "It's great to see Mitel's commitment to the contact centre market. At Britannic technologies, we have invested in the official contact centre accreditation from Mitel which has allowed us to differentiate our go-to-market strategy. Jane's appointment only goes to affirm that investment makes sense."

Graham Bevington, Chief Sales Officer, Mitel said, "Jane brings to Mitel a wealth of experience and knowledge specifically around enhancing the customer journey. The contact centre market for Mitel continues to be an important growth area. With the appointment of Jane and the ongoing enhancements to the MiContact Center portfolio, Mitel is well positioned for growth in the EMEA contact centre market."

Important Facts

- MiContact Center is one of the broadest contact centre portfolios in the market with high interoperability, omni-channel and comm-enabled business processes
- MiContact Center can be deployed on premise, in the Cloud or as a hybrid solution

Related Materials

- Watch the '**5 Ways to Improve Customer Service**' video here.
- Download '**Understanding Multichannel engagement**' market study.
- Read how '**Cumbrian District Council**' use MiContact Center.
- Download '**10 Contact Centre tools you should be using but probably aren't**'

Social Media

- Twitter: #Mitel appoints Jane Brett to accelerate #contactcentre sector sales in EMEA
- Twitter: #Mitel looks to grow #contactcentre market share. Jane Brett hired in EMEA.

Tags/Keywords

- Contact Centre, MiContact Center, Customer, Service, EMEA