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## **UK tech firm CircleLoop launches in Ireland**

### **Cloud-based phone system CircleLoop launches in Ireland with the expansion driven by remote working trends.**

Lancashire based tech firm CircleLoop has launched into the Irish market where it will power application-based telephony for Irish SMEs.

CircleLoop is a cloud-based phone system company, and the move signifies its first international launch with other countries planned later in the year.

Since its initial launch in 2017, the company has experienced a continued period of growth in the UK market with its modern-day approach to powering cloud-based telecoms.

Damian Hanson started the company having become frustrated with the “painful, complex and expensive” elements to telecoms and the difficulties it causes business owners.

“Fundamentally we believe the desk phone is dying and digital communications is playing a leading role, especially when integrated with other existing business productivity tools such as CRM and help-desk functions so that calling is made simple,” said Hanson.

In its three years’ operating, the company has attracted over 5,000 SMEs across the UK in the process as the transition to the cloud accelerates.



Over the last three months, CircleLoop has seen huge demand for its product, which opened up new opportunities for the company.

The increase in remote working as a result of the Covid-19 pandemic, combined with CircleLoop's instant Software-as-a-Service (SaaS) approach, has resulted in a sharp increase in the number of customers from countries outside of the UK, including Ireland, to take advantage of digitally-led communication products that empower staff to work remotely.

CircleLoop is packed with powerful business communication features such as local numbering, call recording and voicemail transcription. These services are all delivered in an easy to use platform with built-in, feature-rich integrations which can work alongside the likes of HubSpot, Pipedrive, Zoho, Zapier, Xero and 15+ others.

“It has always been in our growth plans to launch CircleLoop into other international territories beyond the UK and we are very excited about establishing CircleLoop as the go-to small business telecoms product in Ireland.

“The challenges presented in recent months has resulted in many businesses now grasping the need to implement modern-day business communications and tools that can operate anywhere over the internet.

“We are excited about the Irish market, it has a very strong technology culture and being a very digitally savvy market, we have no question that CircleLoop will resonate well with users,” added Hanson.

Looking to the future, Hanson says the company with continue to invest in the Irish market before expanding into other international markets.

*By Stephen Larkin*

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