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## **Press Release 24<sup>th</sup> Jan 2013**

### **Over 31,400 primary school students absent from school daily**

#### ***Irish software firm launches new app to monitor absenteeism***

Irish software firm, SalesPulse, has developed a new app, called 'Rollcall', which allows teachers to record absenteeism at the touch of a button on their smartphones. A first on the market, SalesPulse are launching the app this morning at the Irish Primary Principals Network (IPPN) conference in Dublin.

Latest research released by the National Education Welfare Board\* (NEWB) found that over 31,400 primary students miss school daily. The research also found that 12 per cent of Ireland's 506,000 primary school students are absent for 20 days or more during the school year.

Developing dedicated Primary School software since it founded in Kilkenny 10 years ago, SalesPulse's 'Primary Schools Administration System' is now in place in over 300 schools across Ireland. This system tracks school attendance, Returns to the Department of Education, bulk mails and texts to parents, parents contact details, school accounts and payments from students among other services. SalesPulse recently upgraded this software to a secure Cloud based system allowing school principals, teachers and school secretaries to access the system from the classroom, the office or even remotely.

While teachers traditionally manage class attendance on this system through a PC, many complained that they find roll calls time-consuming. In response, SalesPulse developed its new 'Rollcall' app, an add-on to the existing 'Primary Schools Administration System', allowing teachers to easily and quickly update attendance records through their smartphones. Updating attendance through the app is simple, with teachers only having to flag who is absent. The App then updates the Roll Book for the school principal on the Schools Administration system.

"With almost 80 per cent of people in Ireland owning Smartphones, our 'Rollcall' app is something new to the market. We are confident that teachers will find this app extremely useful, saving time and hassle. It also means attendance records are accessible to teacher and principal immediately, alerting to any unexplained absences" said Brian Kelly, SalesPulse.

Free to current clients, SalesPulse believe the addition of the new 'Rollcall' app will generate more interest in its 'Primary Schools Administration System' and other products.

See [www.salespulse.com](http://www.salespulse.com)

**ENDS**

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\*National Education Welfare Board's 'Analysis of School Attendance Data', 2012