Angel Launches Next Generation Multimodal IVR App That Delivers Intelligent Customer Interactions

Cutting edge multimodal technology brings efficient and personalized customer service for mobile customers

Vienna, VA – May 24, 2011 – Angel, a leading provider of Enterprise focused, Cloud-based, Customer Experience solutions, including advanced IVR and Contact Center offerings, today announced that its innovative multimodal app for iPhone is making its debut at SpeechTEK 2011 Europe, in London. The application empowers enterprises to enhance customer interactions through multimodal transactions, whether they speak, visualize, or text, making communications faster, clearer, and more convenient.

Angel Multimodal delivers the industry's first truly multimodal input and output experience, enabling users to switch between different input and output methods with just a simple tap—and toggle back and forth. With the growing popularity of smart mobile devices, the mobile customer is recognizing the value of being able to combine modalities such as visual, voice and touch when communicating on the mobile device. Contact centers are quickly adopting such technology to provide intelligent and efficient customer service anytime, anywhere to keep pace with the mobile customer. As an industry-leading cloud platform for self-service IVR, Angel Multimodal enables Contact Centers to give their customers the information they need in a timely manner via the media most convenient to them to dramatically improve levels of enterprise customer self-service and satisfaction. The innovative technology gives contact centers the power to deliver personalized, relevant, multimodal customer interactions while reducing cost-to-serve by:

- Personalizing the customer experience to increase customer loyalty and retention
- Accelerating self-service adoption rates to reduce costs and increase call containment
- Increasing productivity of agents with efficient and faster resolution times

"At Angel, our focus is on helping our enterprise customers always put their callers first and maximizing the value of their customer relationships. Angel Multimodal app is another example of our strategy to help enterprises solve the fundamental problem of user frustration with traditional automated call centers and transform the self-service experience with intelligent interactions to help drive down operating costs, increase revenue opportunities, and maximize customer satisfaction and loyalty," said Don Keane, Vice President, Marketing.

The Angel Multimodal app is part of the Angel 4 Customer Experience Platform, which leverages Angel's unique *Caller First*[SM] strategy to help customer-driven organizations consistently deliver a superior caller experience. As a cloud-based on-demand platform, it is extremely easy to use and universally accessible from anywhere, including Smartphones. The Multimodal app is now available on the Apple app store.

About Angel
Angel is a leading provider of enterprise focused, cloud based, customer experience solutions, including *Caller First* focused Interactive Voice Response (IVR) and Call Center solutions. These solutions enable enterprise organizations to quickly deploy voice, SMS, chat and business intelligence (BI) applications. More than 1,000 customers worldwide turn to Angel's proprietary customer engagement technology to power customer experience, marketing and sales needs. Angel's solutions are built on an on-demand,

Software as a Service (SaaS) platform and require no investment in hardware, software, or human resources, balancing the need for high quality communications with affordable pay-as-you-go pricing.