

"We were saving a minimal amount a couple of years ago. Now we're well into a million dollars of annual savings per brand."

*John DiBrango,
Channel Management Director,
AstraZeneca Pharmaceuticals*



KEY BENEFITS

Reduce upfront and ongoing costs.

- The fully hosted solution requires no investment in hardware, software, upgrades or human resources, helping you realize an immediate return on investment.

Deploy your application in days, not weeks.

- The Angel Site Builder toolkit enables you to build, deploy and manage a world-class IVR application quickly and easily, right from your desktop. No technical expertise required.

Easily respond to changing business and customer needs.

- Angel puts the control in your hands, empowering you to update or change your application as needed and scale to meet requirements.

DELIVERING A COMPLETE, PERSONALIZED CALL EXPERIENCE

Inbound IVR

In today's competitive business world, organizations large and small are continually looking for new ways to optimize costs and efficiency. From retail to government, from marketing to sales – regardless of industry or business function, all seek to address business challenges quickly, easily and cost-effectively.

Angel provides robust and cost-effective IVR applications that empower businesses to solve unique business problems through the power of voice technology. The flexible Angel application helps our customers create and manage store locators, payment or collection lines, vendor reporting applications, all customized to individual business and customer needs.

Solution Overview

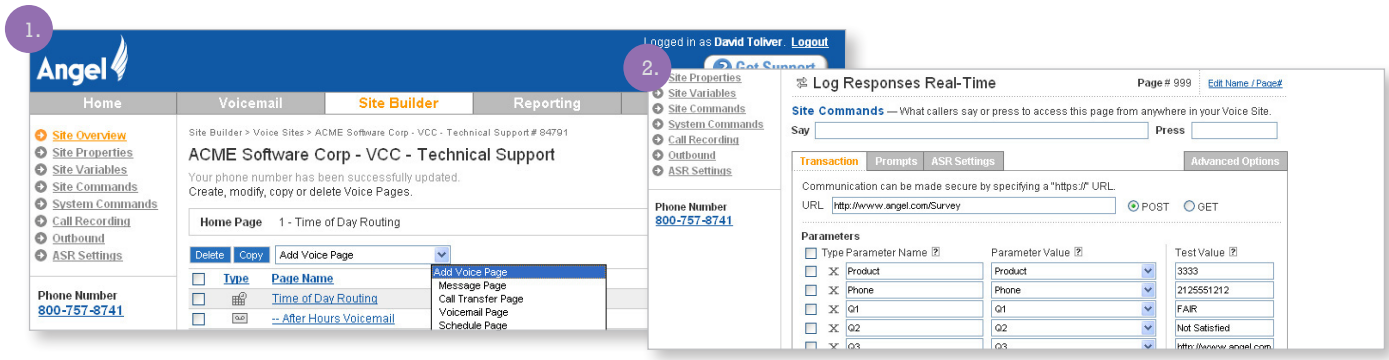
Angel Inbound Interactive Voice Response (IVR) solutions enable organizations to more efficiently and cost-effectively deliver a high quality caller experience. Angel's state-of-the-art speech technology ensures professional and interactive communication with your callers and facilitates self-service and quick resolution of issues. Built on the flexible and scalable Angel platform, your IVR application can be up-and-running immediately and is fully equipped to scale to your changing business and customer needs.

EASY-TO-USE APPLICATION.

Angel's award-winning and innovative Site Builder toolkit is built on our on-demand platform, making it easy for any user to design, deploy and manage a true IVR application – through a true point-and-click application. By eliminating the need for code-writing experience or IT support, Angel enables you to focus on more strategic and higher value activities.

PERSONALIZED CALL EXPERIENCE.

Next-generation speech technology fosters a customer-friendly call experience, increasing customer satisfaction and ensuring issues are resolved more quickly. From intelligent call routing to complete integration



1. Angel's Site Builder toolkit makes it easy to build, deploy and manage a complete voice application – right from your desktop. 2. Site Builder's Transaction page enables easy integration with your data to customize the call experience.

with back-end databases or customer relationship management (CRM) systems, Angel enables you to customize each call to the individual caller.

FULL INTEGRATION.

Angel's unique service-based architecture allows the application to run on various distributed platforms and be accessed across networks, enabling the solution to be deployed in any environment.

FULL-FEATURED SOLUTION.

From voice recording to detailed reporting, Angel's Inbound IVR solution incorporates all the features you expect from a worldclass IVR application. Angel uses best-of-breed technologies for every aspect of our product, insuring complete depth and breadth of functionality.

PUTTING YOUR CALLERS FIRST

The key to a successful business is successful and happy customers. Angel doesn't just provide great technology, we provide innate knowledge of callers, and we design voice solutions to provide a great caller experience to the benefit of our customers and their customers. Here are some of the keys of a great voice solution.

Speed and Agility: Angel's unique, web-based platform enables the fastest deployment times in the industry. Respond to the constantly changing business needs by getting your solution up and running in hours or days, not weeks or months. Changes are made in real-time through a web-based portal to keep your call flows up to date.

Design and Personalization: We design a solution with callers in mind. We automate what makes sense to automate to get your callers on

and off the phone as quickly as possible, with a good customer experience. And by integrating your IVR solution with your internal data we provide a more personalized service to your customers.

Business Intelligence Analytics: Angel's IVR solutions have embedded, true business intelligence analytics to give you drill-down, actionable data that allows you to recognize trends and quickly find potential trouble spots that can frustrate callers. Then we can quickly make changes to enhance the customer experience.

ABOUT ANGEL

Angel is a leading provider of on-demand contact center voice automation solutions. The Angel solution delivers value to organizations of all sizes to more productively and efficiently address business problems through the power of voice technology. As a fully hosted solution, no investment in hardware, software, or human resources is required, delivering immediate ROI and easing and simplifying deployment of voice applications that meet unique business needs. Angel is the only provider to offer a web-based toolkit, Site Builder, that facilitates voice menu design through a simple Internet connection and our innovative technology enables complete integration with databases or CRM tools, enhanced scalability and flexible applications. For more information, visit <http://www.angel.com>.

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