



## KEY FEATURES

### Put the Caller First

- Angel Caller First design employs a system of best practices to ensure a useful, practical experience for the caller and results for your company.

### Rapid deployment.

- The Angel cloud-based, SaaS model lets you get up and running in days.

### Quick, easy integration.

- Angel integrates with your backend databases or CRM systems completely and seamlessly, offering unlimited opportunities to enhance customer relationships.

### Scale to handle changes in call volume.

- The flexible, scalable Angel solution lets you meet changing business requirements at a moment's notice, from busy holiday spikes to promotion responses.

## DRIVE PLAYER SELF-SERVICE THROUGH ANGEL'S ON-DEMAND IVR

Providing intelligent self-service can be instrumental in retaining customers. It's also the key to effectively lowering costs through automation. Powerful backend technology wrapped in Caller First<sup>SM</sup> design means simple, intelligent, satisfying communication for the caller. With Angel Interactive voice response (IVR) solutions, your customers connect with the right information when and where they want it.

### Extend Your Company Brand Through IVR

The gaming industry brings 'customer experience' to a whole new level. Every aspect of the business is aimed at delivering extraordinary customer experience—and that's no easy task considering that today's gaming demographic spans generations, genders and lifestyles.

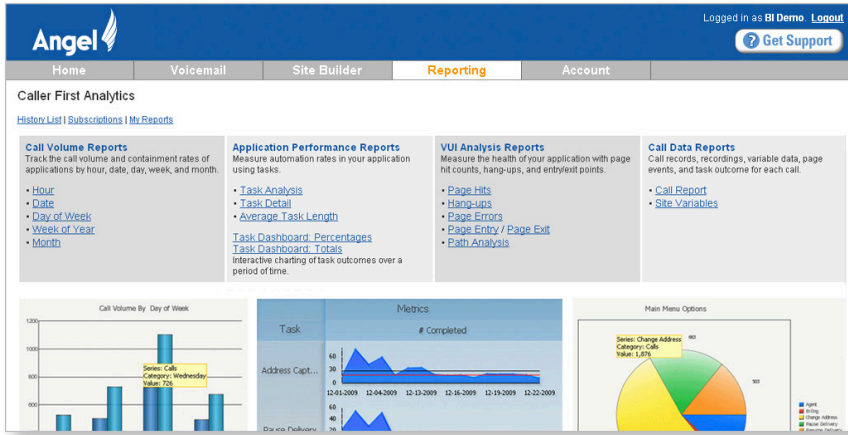
When your customers connect to your company through IVR, that IVR system is conveying your brand. Addressing the customer's need effectively, intuitively and in a way that personalizes the experience—even anticipates needs—can go a long way toward fostering loyalty and customer retention.

With Angel, you can extend the silver platter of customer self-service through your IVR, and forever improve the way you interact with your customers.

### Secure Transaction and Data Management

Processing transactions has also never been easier – or more secure. Angel quickly and easily integrates with your databases and payment systems so you can accept credit card payments, offer account information and more without a live customer service representative. Outbound solutions let you reach out to customers with verifications and messages. Full integration capabilities ensure seamless access to customer account information or to existing payment systems.

- Show pictures during troubleshooting
- Send text
- Provide relevant promotional messages
- Enable mobile access



*Call Volume Reports allow you to drill into core metrics and turn this data by various time frames.*

*Performance & VUI Analysis Reports give a deep dive into caller paths, task completion rates, speech errors and more.*

*Call Data Reports give insight into custom application data and voice page utilization.*

## INTELLIGENT COMMUNICATIONS WITH YOUR SUBSCRIBERS AND ADVERTISERS

At the core of all business decisions is the need to analyze and understand data. Angel Caller First Analytics, backed by MicroStrategy Business Intelligence software, provides powerful business-centric analysis of call data with increased insight into the performance of voice applications so that you can make the best decisions possible, based on data.

- Identify callers and eliminate frustration
- Simple integration with call center and other back-end databases
- Data-rich automated surveys
- Outbound notifications to maximize outreach efforts

## VOICE AUTOMATION FOR YOUR PLAYERS

- **Payment Solutions:** PCI Level I compliant payment portal allows your players to make monthly payments, purchase additional

gaming functionality, and update billing information over the phone in an automated fashion. Send outbound reminders to players notifying them of a payment due, or that a credit card on file is about to expire.

- **Support Ticketing:** Allow players to automatically create, update and get the status of support tickets through an automated phone solution which can seamlessly integrate with your ticketing or CRM system.
- **VIP Call Center Routing:** Identify high value customers and use priority routing to give them quick access to agents best suited to support them.

## BETTER CALL CENTER INTERFACE

- **On-Demand Monitors:** Call center supervisors can access an online supervisor monitor from any browser to see call volume, SLAs, agent availability, and set the status of agents. Agents can login through any web browser to view their agent monitor, get

caller data through screen pops, and transfer calls to other agents or departments.

- **Mobile Call Center:** Angel's mobile virtual call center app for supervisors allows them to view agent availability, change the status of agents, listen to recordings of calls, provide both recorded voice notes and written feedback via email to agents, and view call queue metrics such as total calls, average wait time and average talk time by multiple time periods. Through the agent app, agents can check in/out and view incoming call data.
- **BI Analytics:** Embedded business intelligence provides drill-down, actionable data on calls in the IVR and transfer points to agents, allowing you to create a better caller 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>.

[WWW.ANGEL.COM](http://WWW.ANGEL.COM)

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