



NEWSPAPER IVR AND CALL CENTER SOLUTIONS FROM ANGEL

Many newspaper businesses are searching for footing after the economic downturn, looking for ways to manage in the midst of diminishing subscription and ad revenue.

Angel is partnering with newspapers to help them achieve operational efficiencies—streamlining processes and transactions—and reducing costs; all while increasing customer retention and building better relationships with readers and advertisers.

INTELLIGENT COMMUNICATIONS WITH YOUR SUBSCRIBERS AND ADVERTISERS

Achieving intelligent self-service is key to retaining customers and advertisers—and lowering costs. With Angel IVR solutions, your customers and advertisers connect with the information they need when and where it's convenient for them. Powerful backend technology wrapped in CallerFirstSM design means simple, intelligent, satisfying communication for the caller.

KEY FEATURES:

- **Put the Caller First.** Angel Caller FirstSM design employs a system of best practices to ensure a useful, practical experience for the caller.
- **Analytics and reporting powered by Microstrategy Business Intelligence** gives you detailed reporting of application performance, call data, Voice User Interface elements, and more.
- **Site Builder for quick, easy deployment.** You can design your solution without coding experience, and make immediate, iterative changes.
- **Easy integration with your data systems.** Complete, seamless integration with your backend databases or CRM systems provides unlimited opportunities to enhance customer relationships.

Subscriber Support

Start a new subscription, update address information, vacation stop and restart, report delivery difficulties, restart delivery on an existing subscription, credit card payments, update credit card information, get account status, arrange for automatic bank drafts and more.

Advertiser Support

Your callers reach the right venue quickly and effortlessly. Routine tasks, like classified ad renewal, can be effectively automated, and callers with unique or complex questions can be routed directly to the right attendant.

Virtual Call Center

The Angel Virtual Call Center is the underpinning for effortless connections, making it easy to deploy a full range of outbound and inbound call center capabilities for your organization. All that's needed to get started is a phone, a Web browser and an Internet connection.

SECURE TRANSACTIONS 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 that you can accept credit card information, provide account information and more without a live customer service representative at times when one is not required.

Account inquiries Allow customers and advertisers to make account inquiries over the phone, easily and securely, at any time that is convenient to them. Enabling fast, easy account inquiries such as payment or delivery status helps you build better customer relationships.

Payment Processing Angel combines award winning IVR and call center technologies with payment processing solutions to allow easy credit card payments over the phone. Minimal requirements and easy integration into Angel IVR solutions facilitate immediate order processing.

Outbound Reminders Alert, notify and inform customers with outbound reminders. Automated, customized messages can verify a new start date for newspaper delivery, inform a subscriber or advertiser of an approaching expiration for a credit card on file, and much more.

COMPLETE DATA CAPTURE AND ANALYSIS

Simple touch-tone or voice enabled responses allow you to gather more, better quality data to help you enhance your market research, customer satisfaction or customer feedback efforts.

Account inquiries Enhance customer relationships by identifying callers based on their phone number, eliminating the need for the caller to provide full contact information—reducing call time and costs.

Angel Name & Address Capture Solutions Allow callers to search and access information easily by voice. Callers can speak a full address or just pieces of an address, and Angel's Name & Address Capture Solutions identifies phrases in less than a second with accuracy in excess of 99%.

Call Center Integration When assistance from a live representative or agent is needed, that agent receives complete information on a subscriber or advertiser—including call history, relationship to the publication, and more—saving everyone time and optimizing the call for both agent and caller.