



## **Angel® Announces Breakthrough Business Intelligence Analytics and Reporting for Voice Solutions with MicroStrategy®**

**Angel's New *Caller First Analytics*<sup>SM</sup> Solution Integrates Business Intelligence Analytics and Reporting with IVR solutions for Call Data and Application Performance Reporting to Improve Customer Experience and Enterprise Results**

**McLean, VA – April 5<sup>th</sup>, 2010** – Angel, a leading provider of enterprise focused, cloud based, customer engagement solutions, today announced a major new product launch, *Caller First Analytics*, a fully integrated, drill-down business intelligence analytics reporting capability from MicroStrategy (Nasdaq: MSTR) for voice solutions. The robust analytics enable users to make better decisions and implement improvements based on insight into the performance of voice applications.

Similar to the power of packages like *Google Analytics* for website performance tracking and performance optimization, *Caller First Analytics* provides key views, dashboards, reports, and volumes for all **IVR** and **call center** activities. With this detailed, easily accessible and customizable information, businesses can analyze data and make iterative changes to enhance the caller experience to facilitate the achievement of business goals such as revenue optimization, cost reduction, and optimal agent resourcing.

"Recently the marketplace has been expressing interest in the merits of integrating business intelligence with IVR," said Jay Lassman, Research Director at Gartner, Inc. "This marriage offers the possibility for large enterprises to better analyze and understand customer needs as well as voice call data, which should lead to improved customer satisfaction and business growth."

The new package provides deep insight into how a voice application is being used, including the most popular customer selections and the most common caller path patterns and hang-up points. Armed with business intelligence, companies can quickly make positive changes to the call flow, contain common call issues with automation to reduce agent load, and increase customer satisfaction by addressing caller needs quickly.

Beta customers for the new *Caller First Analytics* solution include Astra Zeneca, Pfizer, Barnes and Noble, and Hughes.

Based on industry leading business intelligence solutions from MicroStrategy, *Caller First Analytics* provides call volume dashboards, performance and voice user interface analysis reports, and call data reports for visually appealing and informative graphs, charts, and information. All of these reports are customizable into preferred dashboard setup, accessible via the Internet, and configurable based on distribution, export, and access preferences.

As a fully on-demand, cloud based solution, no investment in hardware, software, or staffing is required. *Caller First Analytics* is integrated directly into Angel's online Site Builder interface, helping enterprise organizations realize immediate and long term ROI.

"The combination of cutting edge analytics and reporting from MicroStrategy and the advanced Angel on demand IVR solution allows us to offer new intelligent customer engagement solutions," said Dave Rennyson, President and COO of Angel. "Early adopter excitement and feedback has been tremendous, as enterprise businesses with heavy customer voice interaction are recognizing the value of insight and intelligence to the top and bottom line."



“It is a natural extension to integrate our advanced analytics and reporting to the IVR function,” said Sanju Bansal, MicroStrategy’s Chief Operating Officer. “*Caller First Analytics* puts all the discipline and decision making power of business intelligence at the fingertips of enterprise companies to innovate their voice application performance and profitability.”

Angel has deployed a variety of *Caller First*<sup>SM</sup> customer engagement solutions, focusing on inbound and outbound IVR and virtual call center offerings. The deployment of customer engagement solutions focus on Angel's core mission of putting the *Caller First* in all its customer engagement solutions.

*Caller First Analytics* is available immediately from Angel with pricing starting at \$500 per month.

#### **About Angel**

Angel is a leading provider of enterprise focused, cloud based, customer engagement 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 applications. More than 1,600 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.

Angel and *Caller First Analytics* are either trademarks or registered trademarks of Angel Incorporated in the United States and certain other countries. Other product and company names mentioned herein may be the trademarks of their respective owners.

#### **About MicroStrategy**

Founded in 1989, MicroStrategy is a global leader in business intelligence (BI) technology. MicroStrategy provides integrated reporting, analysis, and monitoring software that helps leading organizations worldwide make better business decisions every day. Companies choose MicroStrategy for its ease-of- use, sophisticated analytics, and superior data and user scalability. MicroStrategy offers free reporting software that can be downloaded from its Website, <http://www.microstrategy.com/freereportingsoftware>. More information about MicroStrategy (Nasdaq: MSTR) is available at [www.microstrategy.com](http://www.microstrategy.com).

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#### **Media Contact:**

Ashley Carvalho Grilli  
GlobalFluency  
650-433-4170  
[acarvalho@globalfluency.com](mailto:acarvalho@globalfluency.com)

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