



Angel Creates a Direct Line to the North Pole *Angel's North Pole Hotline IVR Allows Public to Leave Voice-Based Twitter and Facebook Messages for Santa*

Vienna, VA – December 9, 2011 – [Angel](#), a leading provider of enterprise-focused, cloud-based [Customer Experience](#) Management solutions, today announced its nod to the holiday season: The North Pole Hotline, complete with social media interaction through the phone. North Pole Hotline is an [IVR](#) (Interactive Voice Response) phone line intended for users of all ages, and will be available until December 25.

This new IVR line has several capabilities. Users can:

- Hear the daily weather at the North Pole
- Get the latest daily North Pole news
- Check Santa's list to see if they have been naughty or nice this year
- Leave a voicemail for Santa which gets posted on his public Twitter ([@DearSantaTweets](#)) and Facebook ([Facebook.com/CallSanta](#)) pages

Additionally, on Christmas Eve the menu changes and users will be able to access a Santa tracker, which is updated hourly.

"We wanted to do something fun for the public this holiday season," said Don Keane, VP of marketing and product at Angel. "Our solution is the North Pole Hotline IVR, which is designed to show off the power of voice and bring users of all ages to voice-driven social media. We're excited to see how consumers interact with the system, and how they choose to reach out to Santa."

In its first day of being available to the public, with very limited distribution, the hotline received more than 600 calls and almost 100 voicemails left for Santa on the [@DearSantaTweets](#) Twitter feed.

Users can dial the North Pole Hotline anytime at (408) 470-5924.

For more information on Angel's voice solutions, please visit: <http://www.angel.com/>.

About Angel

Angel is a leading provider of enterprise cloud-based customer experience management solutions, including Caller First focused Interactive Voice Response (IVR) and Contact 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.

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