



## **Angel Contact Center Now Available on Salesforce.com's AppExchange**

*Cloud-based Call Center Technology Immediately Available to Salesforce.com Customers*

*Dreamforce 2011, the Cloud Computing Event of the Year, Will Showcase How Businesses Can Tap into the Power of Social, Mobile and Open Technologies to Become Social Enterprises*

**San Francisco – Salesforce.com Dreamforce Conference – Aug. 31, 2011 – [Angel](#)**, a leading provider of enterprise-focused, cloud-based customer experience management solutions, today announced the availability of [Angel Contact Center](#) on the AppExchange, the leading marketplace for business apps. Built using Force.com, salesforce.com's social enterprise platform for employee apps, the Angel Contact Center enhances Angel's [Interactive Voice Response \(IVR\)](#) and [Virtual Call Center](#) technology by leveraging all the benefits inherent on Force.com.

The announcement was made today at Dreamforce 2011, the cloud computing event of the year. Angel will demonstrate the new solution at Booth #1420 at salesforce.com's Dreamforce conference in San Francisco from Aug.30 – Sept. 2, 2011.

Leveraging the AppExchange provides a simplified deployment for organizations that want to implement cloud-based voice solutions and improve the customer experience.

With Angel Contact Center, businesses can easily create, integrate and deploy a full-featured and customized call center solution to enhance their customer interactions. Extending call center capabilities to the cloud also means businesses can eliminate disparate and siloed telephony applications and create a comprehensive, on-demand voice solution that aligns with business goals. The Angel Contact Center creates a cloud-based development environment, giving organizations immediate access to superior tools and support.

"Today's businesses not only need flexible applications, they need applications they can also build and scale immediately," said Dave Rennyson, president of Angel. "By combining the security and reliability of Force.com with Angel's on-demand voice solutions, businesses can create applications that improve their customer interactions, at lower upfront and ongoing costs."

Angel Contact Center includes Angel's [SupportByFone](#), [SurveyByFone](#) and [LeadByFone](#) solutions. SupportByFone seamlessly integrates with Salesforce, extends customer support applications to the telephone and provides centralized access to all support automation functions, including web, e-mail and phone. With Angel's SurveyByFone, businesses can deploy a speech-enabled IVR solution that allows customers to create and manage automated customer satisfaction phone surveys. Additionally, LeadByFone by Angel is a speech-enabled IVR offering that enables users to automatically capture the names and addresses of callers and place them into a Salesforce account for quick retrieval and real-time analysis.

"Customers coming to Dreamforce will have the chance to see how partners like Angel exemplify the extraordinary reach of the AppExchange marketplace," said Ron Huddleston, vice president, ISV

Alliances, [salesforce.com](http://salesforce.com). “Apps like these continue to push the social, open, mobile and trusted capabilities customers expect from the [salesforce.com](http://salesforce.com) ecosystem.”

Dreamforce 2011 is the cloud computing event of the year. The ninth annual conference will welcome more than 30,000 customers, partners and developers to the new world of the social enterprise. With more than 450 sessions and 250 cloud companies in the expo, Dreamforce offers the content and educational opportunities that enable attendees to tap into the power of the social enterprise.

For more information on Angel’s Customer Experience Platform, please visit: <http://www.angel.com/>

### **About the Force.com Platform and AppExchange**

[Force.com](http://Force.com) is the trusted social enterprise platform for building and running any employee app in the cloud. Force.com powers the [Salesforce CRM](http://Salesforce CRM) apps, the more than 200,000 custom apps used by salesforce.com customers such as Japan Post, Kaiser Permanente, KONE, and Sprint Nextel, and the more than 1,200 ISV apps built by partners such as BMC, FinancialForce.com and Fujitsu.

Enterprise apps built on the Force.com platform can be easily distributed and marketed through the salesforce.com AppExchange <http://www.salesforce.com/appexchange/>.

The salesforce.com social enterprise platform delivers the most trusted and comprehensive cloud technologies for social, mobile and open apps. It includes Force.com, the cloud platform for employee apps, Heroku, the cloud platform for customer apps and Database.com, the cloud database to integrate the social enterprise.

Salesforce, Dreamforce, Force.com, Heroku, AppExchange and others are trademarks of salesforce.com, inc.

### **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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