



Angel Selected by Metaverse Mod Squad to Enhance Customer Call Center Experience

Angel 4® Customer Experience Platform solution allows Metaverse Mod Squad to productively and efficiently address user needs in the gaming and online entertainment industry

McLean, VA – February 23, 2011 – Angel, a leading provider of enterprise focused, cloud-based, customer experience solutions, today announced that the company's [Angel 4® Customer Experience Platform](#) solution has been selected by Metaverse Mod Squad to enhance its customer support offering with inbound telephone support capabilities.

[Metaverse Mod Squad](#) provides professional services to online communities and game services to Warner Bros., the NFL, Reel FX Entertainment (Webosaurs), enVie Interactive, and the U.S. State Department, among others. The company, which has significant experience managing online brand conversations in message boards, virtual worlds, and online games, provides 24/7 support teams from the company's operations center in Sacramento, California and remotely with its teams of tech-savvy home-shored agents.

Angel 4 allows end users of Metaverse Mod Squad clients' games and properties to access sophisticated automated systems to route and resolve their problems efficiently and effectively. Metaverse Mod Squad can now better manage and scale large [call centers](#) and agent communities through an advanced voice system to handle more issues in a timely manner based on the nature of the call and the specific expertise required.

"As a proven market leader, Angel was the best choice as we looked to supplement our e-mail, webchat, social media, and callback support offerings with a telephone customer interaction solution," said Mike Pinkerton, COO of Metaverse Mod Squad. "With Angel, we provide a customer-friendly call experience, increase our customer satisfaction, and ensure that issues are resolved quickly. The relationship with Angel is not only providing our current clients with the option of an adding a telephone support option, but is enabling us to add additional clients to the mix."

The Angel 4 Customer Experience Platform incorporates multi-channel/multi-modal forms of customer engagement and communications, including SMS, chat, voice biometrics and mobile management, to dramatically improve levels of enterprise customer self-service and satisfaction. The solution leverages Angel's unique Caller First strategy to help customer-driven organizations consistently deliver a superior caller experience. As a cloud-based on-demand platform, it is extremely easy to use and universally accessible from anywhere. With embedded business intelligence, Angel 4 measures, reports, and easily enables fine tuning in real time to optimize customer interactions.

Some of the benefits that the partnership with Angel provides to Metaverse Mod Squad include:

- **Quality Assurance** - Manages volume spikes and capacity with a scalable, flexible platform
- **Analytics** - Provides key views, dashboards, reports, and volumes for all call center activities
- **Increased Caller First Resolution** - Ensures that more calls are routed to the appropriate agent
- **Improved Customer and Agent Satisfaction** - Callers are able to service themselves, while agents have more time to cover complex issues and therefore provide better customer service
- **Increased Agent Productivity** - Agents receive relevant customer information as calls arrive

"At Angel we understand the importance of customer service, and our next-generation speech technology fosters a customer-friendly call experience, increases customer satisfaction, and ensures that issues are resolved more



quickly," said David Rennyson, President and COO of Angel. "Metaverse Mod Squad and the interactive gaming and entertainment industry are a natural fit for this enhanced customer experience in which millions of players and users need state of the art voice-enabled support. We look forward to working with Metaverse Mod Squad to enable more and more end customers to benefit from Angel's innovative system."

Angel offers a complete suite of IVR and contact center applications that allow customers to easily build, manage, and make updates via a simple Internet connection. Because the Angel platform is a fully on-demand solution, no investment in hardware, software, or staffing is required. The platform allows customers to launch custom applications and automate multichannel interactions in a fraction of the time required with traditional on-premise solutions.

For more information on customer success stories, visit Angel's website at <http://www.angel.com/customers/ivr-success-stories.php>.

About Angel

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

About Metaverse Mod Squad

Metaverse Mod Squad is the leader in professional services for social, gaming, and online communities. From community management to moderation and customer support, Metaverse works with marquee brands and operators to promote brands, engage users, and protect the safety of children. It maintains a team of professional staffers around the world in several languages. It also has a 24/7 operations center in Sacramento, California and an office in Brooklyn, New York. <http://www.metaversemodsquad.com>.

Caller First is a registered trademark of Angel.com. Other product and company names mentioned herein may be the trademarks of their respective owners.

Media Contact:

Kevin Sugarman
GlobalFluency
650-433-4170
kevinsugarman@globalfluency.com