



## Angel Launches Angel Mobile for iPhone, iPad and Android

**Customer Experience Solutions Can Now be Managed and Modified from Popular Mobile Devices Such as iPhone, iPad, and Android Smartphones**

**McLean, VA – October 26th, 2010** – Angel, a leading provider of enterprise focused, cloud-based, customer experience solutions, today announced the launch of Angel Mobile - solutions to incorporate next generation mobile management capabilities into the Angel 4 Customer Experience Platform. The new capabilities enable much more dynamic, remote, granular modification and management of the customer experience in the contact center all from the convenience of mobile devices such as the iPhone® iPad™, and Android® based smartphones.

Angel has worked closely with enterprise customers to develop a mobile strategy and solutions to address key market needs. A number of Angel's high profile enterprise customers are implementing beta versions of the advanced Angel solutions, via a closed beta program, for such uses as mobile contact center management, mobile business intelligence and specific mobile vertical customer experience applications.

A top ten pharmaceutical customer is using the Angel Mobile solution to enable sophisticated mobile apps for doctors to securely identify themselves in ordering drug samples through automated voice systems.

With Angel Mobile, call center supervisors can now walk the floor or remotely manage agents, look at which customers are in the queue, monitor phone calls, and coach agents from the mobile device of their choice. This ultimately results in a more efficient and effective customer experience as agents and applications are tailored to dynamic needs and requests.

"Angel Mobile is another example of our strategy to help enterprises transform the way they interact with their customers by bringing key technologies together to solve the fundamental problem of user frustration with traditional automated call centers," said David Rennyson, President and COO of Angel. "By mobilizing the management of operations and applications, customers can instantly be more productive and optimize caller efficiency and satisfaction."

Solutions offered through Angel Mobile include:

- **Multi-Modal IVR:** provides the ability for the user and the system to engage in multi-modal interactions, where the user is able to for instance to view choices in addition to hearing them, provide responses by typing or using a smart phone visual interface in addition to being able to speak responses.
- **Mobile Business Analytics:** provides mobility to Angel's **business intelligence (BI) analytics for voice applications**. Utilizing MicroStrategy® best-in-class Business Intelligence software, Angel offers detailed reporting of application performance, call data, voice user interface (VUI) elements, and more from a mobile device.
- **Mobile Call Center:** adds mobile access to Angel's state-of-the-art on-demand, Software as a Service (SaaS) platform for creating, managing and deploying a world-class call center.
- **Custom Mobile Solutions:** developed hand-in-hand with enterprise customers based on unique objectives and specifications to better conduct transactions and information exchange via their iPad, iPhone, or Android smartphone.

The release of Angel Mobile comes on the heels of the company's announcement of its breakthrough Angel 4 Customer Experience Platform<sup>SM</sup>, incorporating multi-channel and multi-modal forms of customer engagement and communications, including SMS, chat, and voice biometrics, to dramatically improve levels of enterprise customer self-service and satisfaction. The Angel 4 Customer Experience Platform 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, including smartphones.

Angel Mobile is currently in a closed beta program - please go to [www.angel.com/mobile](http://www.angel.com/mobile) for more information.

**About Angel**

Angel is a leading provider of enterprise focused, cloud based, customer experience 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 (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.

Caller First is a registered trademark of Angel.com. MicroStrategy, is a registered trademark of MicroStrategy Incorporated in the United States and certain other countries. Other product and company names mentioned herein may be the trademarks of their respective owners.

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