



Angel Announces Record Growth and New Customer Wins in 2010

Angel grows annual revenue at 35+ percent and enhances customer engagement solution set

McLean, VA – February 15, 2011 – [Angel](#), a leading provider of enterprise focused, cloud based, [customer experience solutions](#), today announced strong revenue gains in 2010 resulting in 35+% YOY growth compared to 2009. The company also announced the addition of a number of new enterprise customers in North America, including Alliance Health Care®, American Red Cross®, AARP®, Blue Cross Blue Shield®, Macy's®, MicroStrategy®, Readers Digest®, Symantec®, Credo Mobile®, Palo Alto Networks®, AmeriFleet Transportation®, Unirush® and EPS Financial®.

In addition, Angel deployed a variety of *Caller First*™ customer engagement solutions, focusing on [in-bound](#) and [outbound IVR](#) and [virtual call center](#) offerings. The deployments included:

- [Angel 4™ Customer Experience Platform](#) - Incorporating 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.
- [Angel Mobile](#) – A variety of solutions that 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.
- [Caller First Analytics](#) - A fully integrated, drill-down business intelligence analytics reporting capability for voice solutions. The robust analytics enable users to make better decisions and implement improvements based on insight into the performance of voice applications.

“Angel is thrilled to add so many new enterprise customers across a variety of industries and channels. It is clear that large enterprise companies and government agencies are embracing cloud computing and all the benefits it brings,” said Dave Rennyson, President and COO of Angel. “We have worked extremely hard to introduce a number of key customer engagement solutions over the past year focused on Angel’s core mission of putting the caller first.”

One such example of Angel’s work with enterprise customers in 2010 was the service provided to CREDO Mobile, a cell phone service company. CREDO Mobile provides services comparable to the major cell phone companies, including nationwide digital coverage, friendly customer service, and a choice of phones and plans. As part of America’s greenest phone company, CREDO Mobile has a membership base that raises money for environmental and progressive groups while speaking out on important environmental issues, such as protecting the Arctic National Wildlife Refuge. Angel worked with CREDO Mobile to help reduce operating expenses and improve customer satisfaction with a more consistent support experience through the use of *Caller First*™ Inbound IVR solutions.

“Quality customer support is a vital element to the services we provide,” said Stephen Gunn, Vice President of Operations at CREDO Mobile. “Angel gave us the ability to deliver to our customers a more streamlined experience while at the same time improving our bottom line. We do not view Angel as just another technology vendor; we see them as a trusted partner and resource that helps us achieve our goals in terms of superior customer care.”



About Angel.com

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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