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IFBYPHONE APPLICATION GIVES BATTERIES PLUS A JOLT

Store Locator Solution Helps Battery Retailer Improve Customer Service

CHICAGO, Jan. 27, 2009 -- Batteries Plus, the nation's leading retail outlet for batteries of all sorts, shapes and sizes, says its business received a boost from a toll-free Store Locator application developed by Internet telephony innovator [Ifbyphone](#).

[Batteries Plus](#) wanted to improve service for customers who call its nationwide toll-free number, 1-800-MR-START. The goal was to find a solution that would satisfy callers' specific needs, automate call handling, and drive traffic to retail stores.

Ifbyphone's Store Locator application gave Batteries Plus a solution that routes callers based on their needs and location: customers are routed to the nearest retail store of their choice, product shoppers are given direct access to product support experts, and prospective franchisees are directly connected to the corporate franchising department.

"Batteries Plus has demonstrated their retail leadership with two innovations: a marketing innovation in using one toll-free number to satisfy all constituents' needs, and an operational innovation in relying on intelligent call routing to handle constituents' calls efficiently and effectively," said Irv Shapiro, CEO of Ifbyphone. "Our off-the-shelf technologies were chosen to provide the backbone of the operational component – our IVR handles the initial customer choices, and our Store Locator application helps direct retail customers to their nearest store." "We worked with Batteries Plus to optimize the implementation and customer experience, ensuring that customer wait times were low and call-handling effectiveness was optimal, Shapiro added. "Batteries Plus has set a new standard for retail marketing and operations with this solution."

When a customer calls Batteries Plus, Ifbyphone's solution asks the customer their intent, and if they are looking for a retail store, executes a reverse-lookup on the customer's phone number to find their current location. The customer is then presented with the addresses of and distances to the 3 stores closest to their current location, and can conveniently choose the store to which they will be connected.

Russ Reynolds, CEO of Batteries Plus, said: "We pride ourselves on being America's Battery Experts, and we strive to continuously improve communication with our customers. The Ifbyphone Store Locator puts Batteries Plus customers in touch with the right person, who'll have the right answers."

Reynolds added: "It's the call-routing solution we've been seeking to connect Batteries Plus customers all over the country to their nearest Battery Experts every time, all the time."

To learn more about Ifbyphone's affordable suite of online telephony applications, including [Store Locator](#), [Hosted IVR](#), [Voice Broadcasting](#), and [Call Routing](#) visit <http://www.ifbyphone.com>.

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About Batteries Plus

Batteries Plus is the nation's largest retail chain of its kind, offering a comprehensive selection of batteries, battery-related products and technical support that meet growing battery demands for consumer and commercial customers. In addition to thousands of batteries, stores also feature a Tech Center that is equipped to design, assemble, and test custom battery packs. Accounts include Fortune 500 companies, manufacturers, other retail channels, local municipalities, fire and police departments, the armed forces and school districts. Its product line includes batteries for both the common and hard-to-find items that are traditionally not available at other retail stores. Currently, Batteries Plus has 400 locations open and in development in 43 states and Puerto Rico. For more information, please visit www.batteriesplus.com.

About Ifbyphone

Ifbyphone is a telephone automation application company that provides small and medium-sized businesses (SMBs) with tools to enhance customer conversations, drive sales, and lower costs. Leveraging Ifbyphone's extreme usability, developers and marketers can quickly create solutions ranging from simple click-to-call links to sophisticated call routing and interactive-marketing systems. Ifbyphone's solutions are available directly to SMBs and through a network of resellers. For more information, visit www.ifbyphone.com.