



NEW TELEPHONE APPLICATIONS HELP SERVICE PROVIDERS AND MARKETING FIRMS EXPAND REVENUES AND IMPROVE CUSTOMER SERVICE

*Hosted Solutions from Ifbyphone, "Your Telephone Applications Company,"
Help Drive Leads and Sales, and Reduce Costs*

CHICAGO, May 13, 2008 — [Ifbyphone](#) helps Internet Service Providers (ISPs), direct marketing firms, online merchants and other companies balance customer service and overhead costs. Ifbyphone's hosted platforms provide an immediate, cost-effective way for enterprises of any size to automate expensive people-based processes such as call routing, telesales, lead generation and customer care. These applications add a valuable new service line to an ISP's or direct marketing firm's catalog of services.

With the cost of telephone calls declining daily, companies recognize that telephone-based services are a new way to improve sales and reduce service delivery costs. Ifbyphone allows companies to add advanced hosted telephone applications and toll-free services to any phone—traditional office phones, cell phones or VoIP phones. These applications leverage the power of Interactive Voice Response (IVR) systems and free up human resources to focus on revenue-generating tasks.

Ifbyphone's call-routing technologies replace receptionist functions with a 24-hour-a-day, seven-day-a-week automated solution. With Ifbyphone's SurVo Voice Forms and Web integration APIs, companies can quickly and easily create a variety of IVR applications for lead generation, call-center routing, customer satisfaction, employee notification and information delivery, letting customers enter information using familiar, intuitive methods, including speech and telephone touch tones. Historically, these same technologies were only available to large companies with sophisticated technology departments and significant budgets.

The automated, fully customizable [SurVo Voice Forms](#) provide a level of customer service that would be cost-prohibitive for many small and medium businesses (SMBs) using human-based processes. For example, instead of adding call-center staff or having other employees be distracted by constant calls, SMBs can use SurVo Voice Forms to collect and provide key information that most callers seek.

"We just couldn't keep our ever-ringing phone answered," says Tara Staglik at Papa Dean's Popcorn. "Ifbyphone not only eased the pressure on our in-person customer service by having to drop everything and leap for the phone every time it rang, it also succinctly and efficiently gave our call-in customers—both existing and prospective—far more information than any of our staff could have during such an extended rush of walk-in clientele. Ifbyphone has also proven invaluable in that it provides a reliable and tangible record of contacts, inquiries and orders. That's one less thing we must struggle to organize. We also love the ease of adaptability of Ifbyphone, in that we can easily update and change the messaging on a whim. Ifbyphone has proven priceless from day one."

Another Ifbyphone hosted application, [Voice Broadcast](#), provides ISPs and other SMBs with a solution to the problem of overly aggressive spam filters, which block e-mails containing information that customers would find valuable. Voice Broadcast conveniently circumvents spam filters and junk folders by relying on an innovative telecommunications platform to deliver messages over the telephone.

For example, instead of using e-mail to alert customers of deliveries, sales events and other important information, SMBs can quickly create a Voice Broadcast message that's distributed via a device that every customer has: a telephone. Voice Broadcasts also can be used to distribute interactive customer surveys, potentially leading to a higher response rate—and more insights—than if most of the surveys disappeared into recipients' junk folders.

“An unfortunate side effect of spam filtering technologies is that e-mail is no longer a reliable medium for critical customer notifications,” says Irv Shapiro, CEO of Ifbyphone. “The Ifbyphone IVR, Toll Free Number Routing and Interactive Voice Broadcast technologies provide a suite of services that reliably deliver important communications to your customers over any telephone.”

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About Ifbyphone

Ifbyphone offers a telephone application platform (TAP) that provides small and medium-sized businesses (SMBs) an easy means to develop innovative ways to talk directly with their customers—without the high cost and complexity typically associated with building voice-enabled solutions. Leveraging Ifbyphone's major advances in usability, Web developers, interactive marketers and customer service professionals can now quickly create everything from simple click-and-call buttons embedded into Web pages and e-mail to sophisticated call-routing and interactive-marketing solutions—transforming the SMB telephone into a powerful tool to increase lead generation, improve sales conversion and enhance customer experience. Based in Skokie, Ill., Ifbyphone offers hosted VAP services that are available directly at www.ifbyphone.com or through a network of value-added resellers for an affordable monthly fee, with no upfront costs. For more information click www.phone-me-now.com/8772955100 to speak to a sales professional or visit the company website at www.ifbyphone.com.

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