



MEDIA RELEASE

For Immediate Release

IPscape's cloud IVR delivers cloud benefits to traditional call centres

Saves Sydney-based outsourcer \$250,000 annually

Sydney, NSW - 16 December 2009 - IPscape today launched 'cloud IVR', a cloud based interactive voice response system that easily integrates into existing infrastructure and systems in just hours - without on-premise hardware or software installation.

According to Mark Jones, Operations Director at outsourcer Teleconnexions, IPscape cloud IVR has reduced Teleconnexion's monthly telco bill by a third.

'We don't need a massive number of expensive telco links because IPscape cloud IVR queues thousands of calls and only sends the calls to our agents when they are ready,' said Jones. 'That's a \$250,000 fixed cost saving annually.'

As a cloud-based solution cloud IVR removes the 'lines in' restriction and costs normally associated with inbound contact centres. IPscape's cloud IVR answers, manages, holds and transfers calls via the cloud, removing the resources drain of on-premise servers, software, telco lines and connections.

Standard cloud IVR functionality includes a DIY click'n'build IVR builder, payment gateways for self-service payments, automated call back tracking and presentation, skills-based routing, voicemail, CLI pass-through and data capture.

'To rocket-boost IVR performance clever features like no-queue and take-a-number can simply be added to cloud IVR,' said Simon Burke, CEO of IPscape.

"No-queue" gives customers that wish to stay in the call queue, but not physically on the phone for the wait time, the option to be called when their call gets to the front of the call queue. Take-a-number adds a position in queue message to normal IVR operation.

Cloud IVR is a component of the award-winning IPscape contact centre solution used by clients such as BT, Teleperformance, Thomson Reuters, SP AusNet, Delfin Lend Lease and Northern Territory Government.

About IPscape

Built from the ground up in Australia, IPscape's award-winning cloud-based or Software-as-a-Service (SaaS) call centre and customer contact solutions benefit from over 50 years first-hand call centre experience and the latest voice and data technologies. IPscape's SaaS approach is simple, clever and fast so clients can concentrate on customer service delivery not the infrastructure.

More information from www.ipscape.com.au

See how cloud based contact centres work on YouTube - <http://www.youtube.com/watch?v=CChjA2uSM1g>

Download the IPscape cloud IVR data sheet here <https://www.smixrego.com/sforce/clients/00D200000006WTp/paper.cfm?P=P00013>