



ADVANCED INTERACTIVE COMMUNICATIONS SERVICES



Your customer's interactive responses, such as survey questions can be returned to your business applications in real-time. This returned data can be used to influence the next steps or immediate behavior of your near future business processes.

Today, communicating with landline phones, cell phones, email, faxes and wireless devices is commonplace. The markets demand for easy-to-use communications services for these devices is growing as expected. Companies interested in leveraging their business objectives by efficiently communicating with this market are taking notice of iPing's innovative Advanced Interactive Communications Services (AICS)

Since 1998 iPing has provided software and services that help businesses interactively communicate with customers, employees, partners, and suppliers in a time sensitive manner.

iPing's services are driven by a proprietary carrier-class system that delivers Advanced Interactive Communication Services (AICS) that power the automation of voice and text communications to telephones, cell phones, email, faxes, pagers, PDAs and wireless devices.

At its inception, the iPing communications system was designed so that any source of personalized information could be optimized and communicated across multiple devices, in the proper media format, whether it is a text or voice device.

The communications platform is sold as Hosted Web Services. This allows businesses of all sizes to deploy iPing's highly scalable, highly reliable, fault tolerant communications platform. The iPing system was built as a communications platform from the start with

advanced communications services ready to implement any conceivable communication task. This makes the system conducive to rapid service development and deployment. With iPing's Hosted Services, you can start deploying communications services on the same day you place an order.

iPing's communications platform delivers outbound and inbound communications while providing monitoring, tracking and actionable response mechanisms. The platform also gives recipients the option of controlling where, when, how and what communications they receive, whether it's live, recorded, voice or text content. You have the ability to set pre-defined events that initiate interactive communications when pre-defined thresholds are exceeded or certain criteria are met. The platform also comes equipped with an Integration API (Application Programming Interface), which provides easy integration with your company's existing enterprise applications.



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What can iPing's AICS do for your business?

In today's competitive, cost conscious environment, internal and external communications are increasingly becoming a vital component to business operations. Companies are benefiting by combining iPing's Advanced Interactive Communications Services (AICS) with its existing business processes.

APPLICATIONS - How is it applied?

DEBT COLLECTIONS

iPing's AICS is the perfect solution for consumer debt collections operations. Automated notification is a cost effective supplement to your current collections operations. The communications services will routinely contact your debtors with the appropriate notification messages, according to the severity level of indebtedness, so that you can seize revenues owed to your business.

Delivering notifications will invoke them to take the next steps to resolving their debt. If the notification is delivered via telephone you can automatically direct debtors to your live agent or automated payment services. Likewise, if the communications are delivered via email you can provide links that direct the customer to the appropriate information on the web.

CUSTOMER RETENTION

Companies can proactively notify many more customers when their service or subscription renewals are about to expire. To retain customers, you can also cross sell and up sell products and services by communicating information that make customers aware of new products and services. Using iPing's AICS will reduce your information delivery process from days or hours down to minutes.

CONTINUITY ASSURANCE

Unexpected events like computer viruses or supply-chain glitches can negatively impact your business. iPing's real-time communications services are the tool that will help you instantly communicate negative or positive events to the important parties that need to know. A proactive response to a critical event will maximize chances of protecting your company against production loss due to unexpected negative events. Also, an immediate proactive response will help you take advantage of unexpected positive events.

AICS BENEFITS

Reduced cost

as less human resources are needed for routine operations

Reduced inbound calls

from customers as you will proactively communicate the information they need right before it's actually needed.

Increased interactions

with customers by proactively communicating important issues that they care about.

Increased customer satisfaction

Realize rapid ROI

(Return on Investment) with achieved efficiencies by automating routine communications processes.

Hosted Services

NO INFRASTRUCTURE NECESSARY

Taking away upfront and maintenance costs of owning telephony and communications infrastructure while providing rapid time to market.

Turnkey Solution

Communications equipment can reside behind your company firewall.





APPLICATIONS - cont.

REDEPLOY HUMAN RESOURCES

iPing's communications services are the perfect solution where today's economy demands that companies increase productivity while suffering budget cuts. If a live agent handles routine operations like notifying customers of an outstanding debt or the status of a business transaction, your company's productivity is greatly reduced. When routine operations are automated with iPing's Advanced Interactive Communications Services (AICS), human resources, especially highly skilled employees, needed for these routine operations can be re-assigned to more intricate customer service tasks that utilize your employee's human skills. In most cases, this strategy establishes an obvious way for the iPing service to pay for itself almost as soon as it is deployed. Customers will experience a higher grade of service and at the same time you will realize an increase in employee productivity and morale as skilled employees can be reassigned to more meaningful tasks.

MESSAGE BROADCASTING - ONE TO MANY GROUP NOTIFICATION

iPing's communications services enable businesses to distribute time-sensitive notifications to large groups of people or answering machines in minutes. This is a target service for companies that need to keep in touch with employees dispersed across many departments and sometimes across multiple offices. Notification accelerates communications with partners, suppliers and customers across geographic boundaries. You can also track the delivery of messages and solicit responses in real time to ensure that all customers acknowledge receipt of the notification message.

INTERACTIVE MARKETING AND PROMOTIONS

Companies are using iPing to generate interest in new products and services. AICS delivers cost-effective, targeted, content-rich information to existing and potential customers to the communications device of their choice. With communications via the telephone you can deliver customized professionally recorded voice files, with background music if needed, to make a great impression on your customers. The iPing communications service imports customized text, audio and contact data from your existing applications then blasts your marketing promotions to voice and text devices like telephones, cell phones, email, faxes and PDAs.



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AICS FEATURES

Notification

Event triggered and scheduled
Call retries

Inbound and Outbound

Call queuing, routing and transfer
Caller ID
Answering machine detection
"Follow Me" services
Toll-Free numbers
Long distance services
VoIP-PSTN Gateways

Voice Recording

Voicemail functions
Call recording

Two-way Email

communications with telephones
and wireless devices.

Unified Messaging

Telephone, cell phone, email, fax,
PDAs and wireless devices.

Web Browser Interface

Integration API

XML and Querystring
Calendar integration

Tracking and Reporting

In real-time. Provides a full audit
trail for regulatory compliance.

Customizable Content

Personalized text and audio files

Actionable Response

Interactive surveys and polls
Information On Demand

Escalation of Message

Route messages until the right
person receives the information

Remote Office Communication

Teleconferencing

E-commerce and Vending

Credit Card Transactions
Point of Sale applications



INTEGRATION

INTEGRATION WITH IPING

Enable your web services and applications with iPing's easy to use, but powerful, XML and Querystring API. iPing's API supports industry-standard SOAP (Simple Object Application Protocol) and WSDL (Web Services Description Language) data transport protocols. Data from your CRM (Customer Relations Management), scheduling and general business applications can be integrated seamlessly with iPing's Advanced Interactive Communications Services (AICS) platform.

You will take remote control and manage iPing's communications platform by sending commands via API requests from your applications over a secure HTTPS connection.

MONITORING, TRACKING AND REPORTING

iPing's API provides methods for monitoring, tracking, and requesting detailed status of all your communications transactions in real-time, including your customer's interactive responses, such as survey questions, which can be returned to your business applications in real-time. This returned data can be used to influence the next steps or immediate behavior of your near future business processes.

DATA IMPORT

You also have the option of exporting contact information from your internal database as a standard ".csv" file to the iPing communications system. This provides an easy way to integrate with iPing's communications platform while continuing to use your existing customer/employee database management applications.

PROFESSIONAL SERVICES

iPing clients are finding that they can build innovative and creative communications solutions without any Professional Services help when using iPing's Advanced Interactive Communications Services (AICS). However, should you ever require communications expertise to build your communications solution, you can employ iPing's Professional Services Team with more than 50 years of combined communications technology experience. We will broaden your understanding of the full potential that communications technology has to offer and how it can be used to enhance your business. We want to understand your vision and objectives to help you make keen business decisions to reduce cost, maximize quality, and decrease liabilities.

The list of possible business applications goes on almost forever. With a little imagination, you can think of an unlimited number of applications that can be produced with iPing's Advanced Interactive Communications Services (AICS).

Here are just some of the ways companies are using iPing's services:

- Service disruptions alerts
- Weather warnings.
- Power outage alerts
- Health hazard alerts
- Fire alerts
- Disaster alerts
- Flight changes alerts
- School closings
- Debt collections notifications
- Scheduled maintenance
- Service upgrades notices
- Maintenance appointments
- Policy, subscription renewals
- Network disruptions alerts
- New products and services
- EFT confirmation
- Information distribution
- Fraud alerts
- Security alerts
- Unavailability alerts
- Customer service
- Locator services
- Order status reports
- Credit card processing
- Fundraising activity
- Generate leads
- Political campaigns
- Opinion polls
- Company updates
- Appointment reminders
- Invitations
- Account status reports
- Team sports announcements
- Doctors appointments
- Medication reminders
- Wakeup calls



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TECHNOLOGY

THE SYSTEM

While serving over 250,000 customers and delivering millions of communications transactions, the iPing system is considered to be the most robust interactive communications engine on the market. This Advanced Interactive Communications Services platform has been designed to benefit from hardware available in Internet web-farms. It is based on the exchange of information using standard Internet protocols such as HTTP and XML. This makes the architecture distributed and promotes high levels of availability and reliability by using redundant systems that replicate all critical components.

SCALABILITY

iPing has a history of accommodating its customers with millions of telephone calls. Scalability is a key factor to iPing's hosting success. The telephony systems are housed in carrier-grade facilities. Therefore, iPing is able to rapidly expand its telephony bandwidth as required by adding more bandwidth and servers to its modular system design.

RELIABILITY

Because iPing hosts time sensitive solutions, our clients count on us to be extremely reliable. Our system architecture is designed in a modular and parallel fashion that provides fault tolerance and redundancy so that if any one point in the iPing system fails, there are standby parallel components available as backups. iPing's system reliability is 100% guaranteed in that our clients are not charged for a transaction in the unlikely event that the system should not deliver. All communications transactions are accurately logged and the delivery details and status (delivered, busy, connected, answering machine) are verifiable.

AVAILABILITY

iPing has achieved availability levels of 99.99 %, equivalent to systems "Commercial Fault Tolerant" or "Fault Tolerant", and in which the down-time is in the order of 50 minutes/year or less. All critical servers have "hot-swappable" components and "QuickConnect" wiring. Using these type of servers, if a server should fail it can be easily removed from the system and replaced quickly.

