



**A Service of NetXentry, LLC**

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**YELLOW PAGE TELEPHONE DIRECTORY ASSISTANCE VIA WEBFORPHONE**

**New Service Offering:** WebForPhone has developed an automated telephone self-service that will answer calls requesting Yellow Page Directory Assistance, capture callers' speech of categories and names, search the directory and speak found entries. There are several similar offerings of such a service via the Internet. This will offer similar service via telephone.

**Need:** The service will enable low cost serving of the public. Users frequently have an incomplete idea of the directory entry that they are seeking. The service employs interactivity, soliciting from caller the need by speech, such as words from name, categories or location and suggesting examples, while searching the directory, until the desired entry is found. The service uses state-of-the-art techniques that provide high rate of speech capture. It will be useful to users that do not have immediate access to Internet terminals, or that have difficulty in using the Internet. Telephone companies can offer the service for fee to callers needing assistance.

**The Service:** WebForPhone offers to provide the service through its own Platform. Callers will be prompted whether they want Yellow Page Directory Assistance. If yes, the call will be answered by the WebForPhone Platform. Through use of interactivity and advanced speech recognition we expect to satisfy high percentage of the callers. WebForPhone will use access to the Yellow Page Telephone Directory data currently available from a number of suppliers. The WebForPhone Platform will download entries dynamically while servicing a customer calls and speak found entries to the callers. WebForPhone is currently serving similar Directory Assistance applications for directories with over 100,000 entries. The service can have the ability to follow-up and call directly the entries found.