

# We're ready to take your calls.

To find out more about how WebforPhone can help you automate your direct response systems, or provide other services, please contact:

215-854-0555  
[info@netxentry.com](mailto:info@netxentry.com)  
[www.WebforPhone.com](http://www.WebforPhone.com)

## FREE DEMO

For more information or to experience this sophisticated system for yourself, try a demo at [www.webforphone.com](http://www.webforphone.com).



## MANAGEMENT

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## WEBFORPHONE CLIENTS

### Health Insurance



### Health Care



### Insurance



### Financial



### Retail



# A better way to answer direct response calls.

Our fully automated telephone order system can improve performance while dramatically lowering your costs.



Service of NetXentry LLC

- Answer every call, 24/7, with no busy signals, even during peak times.
- Save a guaranteed 80 percent or more over live agents while sustaining high quality.
- A sophisticated system provides an engaging experience and offers easy transfer to live agents – but very few callers do so.
- Screen calls, check inventory and credit cards and even upsell more effectively
- Set up in weeks, expand and reconfigure in hours

# Provide better service while saving 80 percent or more over live agents.

**Handle peak traffic without long waits or overstaffing. Reduce costs by \$5 per order or more without sacrificing customer satisfaction. WebforPhone's sophisticated system can take orders and provide other services without involving a live agent.**

**Experience:** WebForPhone has been serving Direct Response clients since 2002, with a variety of products, advertising channels, and audiences. We have detailed knowledge of how to optimize the effectiveness of calls.

**Sustain customer satisfaction:** Customer satisfaction is paramount. We achieve customer satisfaction at least at 95 percent as high as for a live agent at 10 percent of the cost. Customers can easily transfer their calls to a live agent or callback system at any time, but a surprisingly small number take advantage of this option.

**Decrease operating costs:** While costs vary with services offered and audience demographics, in all cases we have achieved cost reductions of 80 percent or greater as compared with the costs of live call center agents. Prices range from 20 cents per minute to 5 cents per minute based on monthly volume, significantly lower than live agents.

**Low setup cost, maximum flexibility:** The system, hosted on our secure platform, is much easier to set up and expand than a live agent call center. The cost of initial setup is a few thousand dollars, competitive with major call centers. It typically can be completed in hours. We offer speed and flexibility in expanding and reconfiguring the system. After initial setup, changes to the system can be completed in a few hours and launched immediately. It is easy to add features such as capturing names and addresses, upselling, checking inventory and credit cards on-line or reporting to fulfillment activity and collections.

**Continuously improve:** Through detailed call analysis, we can help you optimize your call effectiveness. We automatically gather and report statistics such as transactions completed, where hang-ups occur in the call flow, and reactions to specific prompts. This information allows us to work with you to continually improve the effectiveness of the system.

**How it works:** The WebForPhone Platform uses sophisticated speech recognition, generation and data mining. It serves as a translator between telephone-speech and Internet-data protocols, allowing telephone access to legacy data and phone systems. It receives inbound telephone calls from customers and interacts with them by speech.

## APPLICATION

**Retail television response:** A major retailer found that the WebforPhone system effectively handled the dramatic upsurge of calls after each TV advertisement aired, while saving about \$5 per order. The system provided engaging recordings of featured artists and also helped screen out crank calls. Not only did it improve order taking, it also achieved a large success in upselling.

