



**Our Clients Say**

**"WebForPhone is the A-Team."**  
- Independence Blue Cross

**"Absolutely phenomenal. We love you."**  
- Beech Street Corp.

**"Congratulations!! The Max and Ruby campaign was a HUGE success!"**  
- GSI Commerce Inc.

**"Worked extremely well and was a great success. Job Well Done!!!"**  
- SEI Investments

**"This is AWESOME!!!"**  
- HealthMedia Inc.

# Mobile & Wireless Telephone Access Contact Center Self-Services Access with **salesforce.com** CRM

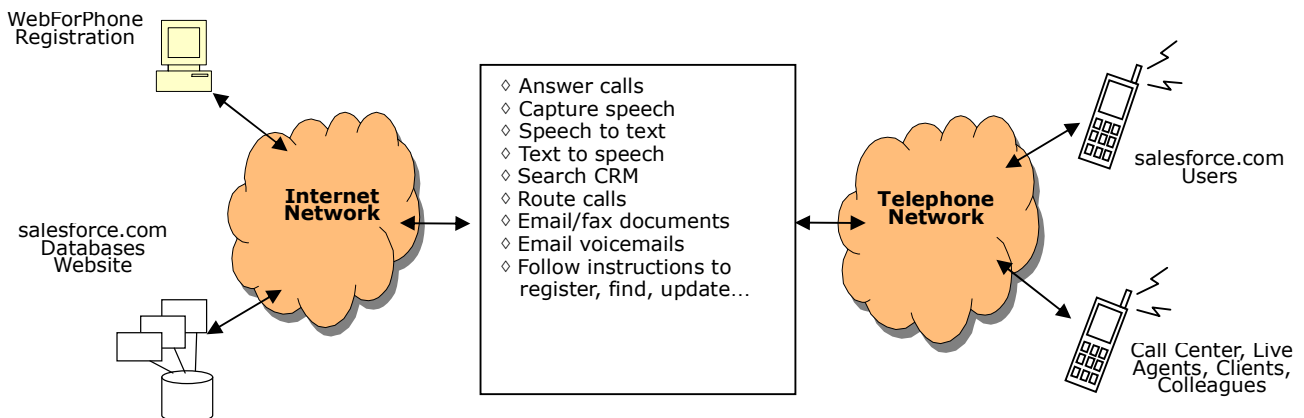
**For your users and clients, no need to use PC or PDA:**

- ◇ Dial the telephone, be authenticated and then interact by speech with your **salesforce.com** CRM to find, update, send or transact.
- ◇ Browse accounts, contacts, opportunities, products ...
- ◇ Conduct even self-service shopping
- ◇ Email, voicemail, transfer calls

**Benefits:**

- ◇ Improve your user and client satisfaction with advanced speech recognition and **salesforce.com** searching
- ◇ Route calls, email or voicemail for faster service
- ◇ Use for self-service; different channel than Internet- same functionality
- ◇ Experience proven revenue growth through adding customers who either do not have access to the Internet or who just prefer telephone speech ease and availability.
- ◇ Pay only a fraction of cost of live agent contact center
- ◇ No installation or software required

## WebForPhone Platform



## WebForPhone Clients

### Financial

SEI INVESTMENTS

30 SallieMae

Edward Jones

### Health Care



Johnson & Johnson



COMMISSION ON GRADUATES OF FOREIGN TRAINING PHYSICIANS



### Insurance



### Retail



Global QVC

tyco

Cherrydale Farms  
America's Fund Raising Company

Rita's  
Tops • Cones • Shakes  
and other Cool Stuff

## How It Works

Dialing WebForPhone anytime establishes the connection for self-service applications at [salesforce.com](http://salesforce.com). The user is prompted to say what is needed. WebForPhone follows with finding, updating or routing calls. As illustrated in the above diagram, WebForPhone can be envisaged as an Automatic Translator, capable of conversing via telephone with callers at one end and understanding and executing their instructions using the [salesforce.com](http://salesforce.com) website at the other end.

## User Satisfaction

WebForPhone constitutes an add-on channel via speech. It supplements the website access to [salesforce.com](http://salesforce.com). It provides similar functionality for quickly obtaining and updating of information and for self-service. WebForPhone assures user satisfaction by:

- Recognizing the user's large speech vocabulary. It can consist of every word used in the data, such as names, locations, numeric values and dates, even recognizing partial names. The user expresses needs using this vocabulary. Words said by the user serve as search parameters to find and update respective data.
- Assisting browsing through the CRM database to locate requested information. It prompts the caller for additional words and responds with illustrative samples, until the needed information is narrowly found and the user is satisfied.

Caller satisfaction is paramount. We achieve customer satisfaction at least as high as with a live agent at 10 percent of the cost. Caller calls can be easily transferred to a live agent or callback system at any time, but a surprisingly small number take advantage of this option as preferred to self-service.

## Costs

Free Trial, try before you buy. If satisfied, there are one time set-up fees. Pay as you use. Platform usage charges are cumulative for all users of client firm. They range from \$.20 per minute for minimum monthly usage, to \$.05 per minute for a million minutes per month usage. Telephone charges are covered by user.

## About WebForPhone

WebForPhone is a service of NetXentry, LLC. The company was founded in 2000 to exploit the potential of innovative speech-based business services attainable through integrating state-of-the-art advances in speech recognition, Internet, CRM and telephony. NetXentry develops applications and delivers the WebForPhone services through a proprietary scalable platform. It has a concurrent servicing capacity of near a thousand calls. Services have also been customized also for Retail, Finance and Health-care. Please see list of clients on reverse page.

## Management

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To find out more about how WebforPhone can help you automate your salesforce.com system, or provide other services, please contact:



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