



Press Release

Invomo Application Centre launches today – log on for interactive demonstrations of Invomo’s hosted telecoms services

Make a difference to your bottom line without new capital expenditure

London 27/07/2009. Invomo today announced the opening of Invomo Application Centre, a web-based interface that provides a showcase for its products in an easy to use and interactive way. Invomo Application Centre has detailed information on the applications which Invomo has deployed and shows the benefits that users can expect.

A number of demonstrations have been created so that potential users can experience at first-hand how each application works in practice. The Application Centre, for example, outlines how a Virtual Switchboard can help vendors manage incoming calls effectively, or learn how Virtual Lines gives the ability to build Interactive Voice Recognition, SMS and web-based applications without having to invest in expensive capital equipment using Invomo’s hosting services.

As well as the demonstrations and case studies showing how organisations such as Auto Trader, iProfile, Adrian Flux and Ad.IQ are using Invomo's applications to take communication with their customers to a new level, the Centre features *Kate’s Interactive Guided Tour*. This tour takes prospective customers through the details of each application and demonstrates how easy, for example, it is to buy numbers or call management packages and set them up.

Nick Wiley, CEO of Invomo, said: “Invomo provides the telecommunications applications that not only provide a better service to customers – they also make businesses money by producing more opportunities to sell to the customer. In the insurance market, for example, Call Back Request has allowed one of our insurance



clients to generate a steady stream of new business and track potential customers more effectively.”

Kate Roberts, Commercial Consumer Manager, Auto Trader said: “The launch of Invomo Application Centre makes it even easier to explore the services which Invomo offers in a friendly, interactive way which I can see would have been great to use when we were looking for our solution. Invomo ensured that Telesafe (Call Tracking and Blocking) was simple to set up and use. With 10m users on www.autotrader.co.uk, vehicles sell fast which can cause frustration when buyers ring to find that a vehicle is no longer available. Advertisers can easily delete their adverts when a vehicle is sold - preventing unwanted calls and ensuring only available cars are displayed on our website.”

The Application Centre provides full information on the following Invomo applications: Call Back Request, Call Recording, Call Tracking and Blocking, On Request Routing, Virtual Lines and Virtual Switchboard.

Invomo specialises in hosted applications and services to help organisations enhance their communication with customers. Invomo is an independent network operator with state of the art hosting facilities. All their telephony services adhere to current Ofcom regulations and the Code of Practice as set out by PhonepayPlus.

To access the Applications Centre please use the following link

www.invomo.com/applicationcentre

About Invomo

Invomo's hosted applications and services can transform phone-based communications with an organisation's customers - whether landline or mobile, inbound and outbound. The company delivers continually optimised, reliable and secure solutions which can enhance brand, improve the processing of customer enquiries, convert more calls to business, extend the website experience and reduce costs. With over ten years of experience and state-of-the-art technology at its network operations centre, Invomo offers a pragmatic service ethic that puts the emphasis on consumer interaction and solving its customers business challenges as the priority.

Hundreds of organisations trust Invomo's solutions, from financial services to not-for-profit, media to educational establishments every day to allow them to communicate better with the people they serve, twenty-four hours a day, seven days a week. Whatever the size or nature of your business, telephone communications are crucial to your reputation, business efficiency, operations and sales and marketing. Invomo's hosted applications and services transform your phone-based



communications with your customers - whether landline or mobile, inbound and outbound. We deliver continually optimised, reliable and secure solutions which can enhance your brand, improve the processing of customer enquiries, convert more calls to business, extend your website experience and reduce costs - whatever your priority.

We have over ten years of experience, state-of-the-art technology at our network operations centre and offer a creative, pragmatic service ethic that puts the emphasis on consumer interaction. We focus on your business challenges first, selling second. Our solutions are trusted by hundreds of organisations, from financial services to not-for-profit, and media to educational establishments every day to allow them to communicate better with the people they serve, twenty-four hours a day, seven days a week.

www.invomo.com

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