

### Virtual Lines

**Virtual Lines is a hosted solution that allows businesses to build traditional and sophisticated IVR, SMS and web based applications without the need for specialist programming skills or infrastructure investment.**

Installing, managing and expanding existing IVR and VoiceXML infrastructure is a complex and expensive exercise for businesses. Initial capital expenditure is high, and there are various maintenance and support costs that need to be taken account with proprietary hardware, not to mention the risk involved in deploying new technology. In addition there is the possibility of lengthy development and deployment periods, as well as the need for the business to ensure they have the necessary specialist skills available internally

**Virtual Lines is a self service IVR solution that offers a service creation environment that can be used with minimal specialist skills. Invomo offers an attractive pay as you use solution, which negates the need for significant upfront investment.**

Virtual Lines allows you to easily and quickly deliver telephony solutions for your clients that are stable and robust, all hosted on Invomo's IVR platforms. Our web based Graphical User Interface enables the rapid building and simple administration of IVR applications. Virtual Lines supports touch tone, automated speech recognition and text to speech technology. These can be integrated with other Invomo products including Call Recording, Call Queuing and Campaign Manager.

Virtual Lines simplifies the way businesses manage their systems, allowing them to deploy SMS, voice and web based interaction quickly and easily. For example, setting up an IVR service to control incoming calls and provide information to those callers, or sending an SMS message after a user completes a web based interaction (e.g order confirmation) become simple tasks to automate.

The Virtual Lines service creation environment is secure, ensuring authorised personnel are assigned appropriate permissions and access rights. All changes are tracked and logged using version control.

Virtual Lines also supports multi-tier user accounts for easy group development and the activities involved in the administration of test and live accounts, ensuring that only authorised personnel with appropriate permissions have access to the system. Version control is included as standard, meaning all development changes are easily tracked.



#### Typical deployments of Virtual Lines include:

- **Sophisticated Virtual Receptionist:** guide callers through a series of options to reach a specific telephone extension or department
- **Telephone Surveys:** automate the way you collect data from your customers
- **Call Centre Automation:** screen calls and route them to qualified agents or automated response, logging all interactions
- **Service Notifications:** broadcast SMS, voice and email alert.
- **Store Locator:** search by postcode to find the nearest store



As one of the world's leading digital marketing agencies, Ad.IQ specialise in mobile-based response campaigns to support major advertising initiatives- making advertisements work harder for advertisers. As part of their continuous development programme, Ad.IQ approached Invomo to help improve the telephone based services they used for client campaigns. In order to build more user interactive systems Invomo recommended that Ad.IQ use their Virtual Lines application and deploy a flexible SMS service that directly connects the consumer with a sales channel, utilising automated routing to ensure that enquiries reach the nearest retailer or outlet as well as ensuring that contact with the prospective customer is maintained with automated voice follow up calls.

**“Ad.IQ’s reputation for excellence in improving the performance of advertising depends on the quality of the applications we build, which in turn relies on us using the very best technology. Invomo’s Virtual Lines application has helped us improve efficiency and reduce call costs, as well as giving us flexible call routing. They have proved to be a critical partner in assisting our delivery of unparalleled service and intelligence to our demanding client base”.**

*Paul Phillips, Technical Director, Ad.IQ.*



Celtra offers a “software as a service” mobile platform for advertising agencies and brands enabling faster deployment, promotion and tracking of integrated multi channel mobile marketing campaigns. Celtra utilises social media platforms and widget networks to deliver cost efficient engagements for mobile marketing campaigns and have worked with leading entertainment companies, including 20th Century Fox, Warner Bros, New Line Cinema and Paramount Pictures, to create innovative mobile promotions to support film releases. By combining the power of social media with MMA compliant mobile marketing practices, the company can deliver engagements and mobile subscribers at a relatively low cost per user. Their value proposition derives from their innovative software design that enables “drag and drop” assembly of mobile features into fully customisable user experiences and seamless campaign integration with online and mobile widgets, media banners and mobile applications.

By partnering with Invomo, Celtra have been able to expand their American based operation into Europe. By utilising Invomo’s Virtual Lines application alongside sophisticated call routing and control capabilities, Celtra now have the flexibility to implement new ideas quickly, and develop and deploy new applications with speed and ease . As the solution is a network based managed service, Celtra haven’t had to invest in additional technology or support.

**“Integrating mobile marketing with social media is becoming increasingly popular thanks to higher interactive and conversion rates. Here at Celtra we continue to be at the forefront of developing new and exciting applications that change the way our clients promote their products and messages. The support we have received from Invomo whilst expanding into Europe has been invaluable, as well as now having a reliable, programmable and flexible platform on which to host our technology, Invomo’s professional services and support has allowed us to deploy applications quickly and easily”.**

*Mihael Mikek, President & CEO, Celtra.*

Invomo’s hosted applications and services can transform phone-based communications- whether landline or mobile, inbound and outbound. We deliver 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.

For more information on how Invomo can help your business please contact us on 0844 88 88 500 or email [sales@invomo.com](mailto:sales@invomo.com) where one of our team will be happy to discuss your requirements with no obligation. See [www.invomo.com](http://www.invomo.com) for more information.

All telephony services hosted and operated by Invomo Ltd. adhere to prevailing Ofcom regulations and the Code of Practice as set out by PhonepayPlus.



**Invomo Limited**  
130 City Road  
London EC1V 2NW

*phone* +44 (0)844 88 88 500  
*fax* +44 (0)844 88 88 600  
*email* [info@invomo.com](mailto:info@invomo.com)  
*www* [www.invomo.com](http://www.invomo.com)