



PRESS RELEASE

Altivon Announces Selection by AAG for New Multi-Media Blended Call Center System

September 10, 2009 Phoenix, AZ—[Altivon](#) today announced that American Advisors Group ([AAG](#)) has purchased an all-in-one IP communications software suite developed by [Interactive Intelligence](#). AAG offers [reverse mortgages](#) to seniors nationwide and selected this new system to support their growth, compliance and quality assurance. Altivon is an [IP-based](#) communications solutions provider specializing in enhancing the customer experience.

AAG runs national television advertising campaigns that generate a high number of phone calls that must be handled quickly and by the right representatives. AAG selected Altivon for its focus on high quality customer interactions. All AAG advisors will use the Altivon communications solution in their conversations with seniors.

“We experience large spikes in call volume yet must handle every caller in a timely fashion and in compliance with state rules and regulations,” said Teague McGrath, AAG Vice President of Marketing. “The Interactive Intelligence suite from Altivon will ensure that calls are rapidly delivered to advisors licensed in the caller’s state.”

The Interactive Intelligence software suite, *Customer Interaction Center® (CIC)*, includes multichannel recording, skills-based routing and other features. Altivon will integrate CIC to AAG’s customer relationship management application from Salesforce.com. The advisors will receive caller details prior to taking the call. “With this new system we will be able to route calls intelligently, delivering them to the right advisors along with all the information needed to move the call forward,” said McGrath. “This is just what we need to ensure high caller satisfaction, conversion rate and company growth.”

“High quality customer service is a prerequisite for success in phone-based businesses like AAG’s,” said Bruce Andersen, Altivon President. “Our focus on delivering systems that elevate the customer experience through personalized, timely, informed connections ensures that AAG advisors can focus on selling the benefits of reverse mortgages to their market.”

About Altivon

Altivon delivers high value, high impact unified communications solutions to Contact Centers and the Enterprise. Focused on enabling, enhancing and elevating the experience of an organization’s employees, partners and customers, Altivon handles all aspects of solution design, deployment, support and on-going improvement. The solution set includes multi-media Customer Interaction Management (CIM), Interaction Process Automation (IPA), Enterprise IP Telephony, Unified Messaging, and Networking. Founded in 1989, Altivon is headquartered in Phoenix, Arizona and has offices across the US and Canada.

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