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## **Edify Chooses Before the Call for Sales Intelligence**

**SUNNYVALE, Calif., January 24, 2006** – Before the Call, the market and technology leader in on-demand sales intelligence solutions, announced that voice and speech solution provider Edify Corp. is using Before the Call to improve the efficiency of its sales operation.

Edify, which has assisted in more than 2,000 deployments around the world in automating customer service, is using Before the Call to manage and prioritize the large quantities of inbound leads coming into the organization. Edify previously ranked leads manually.

“Before the Call has been fantastic at both the corporate and individual user level,” said Andy Creach, sales director of Edify. “Our sales reps love it because it essentially tells them which leads to call first, which saves them valuable time and lets them focus on selling. And at the corporate level it allows us to identify exactly which of our marketing campaigns are generating solid leads and which ones aren’t. I don’t think any other sales tool on the market can do all that.”

“At Before the Call we’re changing the way the sales process is usually conducted,” said Fred Walters, chief executive officer. “By providing the best-available market intelligence on each lead *and* ranking the leads based on criteria defined by the sales rep, we’re turning that very first call into something consultative rather than something intrusive. Our goal is to improve conversion rates for our customers, but we like to think that we’re also preventing a lot of headaches on both ends of the phone.”

Before the Call provides users with details about each sales lead, ranked according to the criteria that they choose, including industry, company size or location. Content partners include MarketModels, idEXEC, Factiva, Harte-Hanks and LinkedIn. Then Before the Call automatically provides the most appropriate internal documents for each sales call, such as relevant case studies, product brochures, technical whitepapers, and other sales collateral. Before the Call then retains all the information in a sales “portfolio” that is forever associated with the lead record within the user’s customer relationship management (CRM) system and is made available throughout the entire sales process.

### **About Edify**

With 15 years of industry leadership and innovation in voice and speech applications, Edify® has changed the way more than 2,000 global companies enhance customer service. Applications built with Edify are scalable, multilingual and flexible, allowing companies to easily integrate backend systems with multiple contact interfaces. Edify’s open, standards-based platform successfully manages millions of customer interactions every day across a broad range of industries. The Edify Design Collaborative and consultancy experts assist customers with the design and deployment of speech solutions that provide increased customer satisfaction with reduced costs. You speak, we deliver™.

Additional information about Edify may be obtained by calling 408-982-2000 (USA), 81-3-5532-7827 (Japan) or +44 162 885 0222 (Europe, Middle East, Africa) or via the World Wide Web at

<http://www.edify.com>

**About Before the Call**

Before the Call incorporated in March 2005 and is privately funded. Before the Call for AppExchange, the company's first solution is an on-demand sales intelligence suite sold to salesforce.com's users. The company is located at 1250 Oakmead Parkway, Suite 210, Sunnyvale, Calif. 94085. More information is available at [www.beforethecall.com](http://www.beforethecall.com) or (408) 501-8886.

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