

**For Immediate Release**

**VoiceSage™ Secures €1.1m Funding Round**

Nov 2nd, 2005  
Cork, Ireland

VoiceSage™, ([www.VoiceSage.com](http://www.VoiceSage.com)) a leading provider of interactive notification solutions to the enterprise sector announced that it has secured over €1.1m First Round Funding. The round which was supported by Enterprise Ireland will be used to deliver a challenging research and development programme and drive the company's internationalisation plans.

VoiceSage CEO JJ Kett says that “we find ourselves on the cusp of many new technology waves that have matured in or around the same time, and this has created unique opportunities that could not have been effectively developed until now. It is thus a particularly attractive time to have secured this financing and we look forward to making a number of significant announcements over the coming months”.

VoiceSage™ is one of a new breed of companies that are taking advantage of the Application Service Provider, or Software-As-Service delivery model. With this model all a potential customer requires is access to a computer and an internet connection. VoiceSage prides itself on being a really easy to use solution but behind the scenes some pretty sophisticated technology is keeping that simple for the customer. Paul Sweeney, European Marketing Director at VoiceSage™ says that “over the coming months we will be adding some world class voice interaction technology to the service and this will enable our clients to achieve even more business value by increasing the impact on key marketing communications metrics, while also impacting on other issues such as policy renewal rates, late payment days, and lowering the overall cost of customer contact.

Every business now demands round the clock service and response to customer related issues. Having spent so much time and money on internal business processes relating to effectively dealing with a customer query when it comes in, it is surprising that relatively little effort goes into proactively communicating with customers to head off problems at the pass. VoiceSage™ can be used to reach out to customers and manage their expectations before your call centre is swamped with queries.

VoiceSage™ can be integrated into your existing communications processes in a manner that enables you to harness the power of voice communications at a fraction of the cost they might expect to pay. VoiceSage Notice™ can be triggered from within a database in to deliver automated real time alerting; a bank may wish to notify a client that their overdraft is coming to its limit and encourage them to contact customer service so that a direct debit doesn't fail; a credit card company may wish to notify a client that there has been some unusual activity on their account and ask them to validate or cancel that transaction.

VoiceSage™ CEO JJ Kett says that “We spent a substantial amount of time with customers in a range of industries during our market research and beta release phase. We asked them what their communications issues were and built our service offer to deliver on these needs. Then, we simplified, simplified, simplified to build an easy to use, reliable service. We intend to keep to this credo and build a world class company”.

**About VoiceSage ([www.VoiceSage.com](http://www.VoiceSage.com))**

Headquartered in Cork, Ireland, VoiceSage is a provider of hosted Interactive Notification services that enable companies to leverage the power of natural voice activation. By proactively managing communication requirements with customers, employees, and other stakeholders, companies can increase the efficiency of such business processes as bill payment, appointment reminding, direct marketing, and event management. Customers experience increased cash flow, improved customer satisfaction levels and reduced overall interaction costs. With its easy to use online management and real-time reporting tools VoiceSage is the simple way to let customers know, “you’ve been noticed”™

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