

**For Immediate Release**

**VoiceSage™ Delivers For Instore**

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Cork, Ireland

VoiceSage™, ([www.VoiceSage.com](http://www.VoiceSage.com)) a leading provider of interactive notification solutions to the enterprise sector, announced that InStore furniture stores have being using the VoiceSage Notice™ service to send voice messages to customers, informing them of the imminent arrival of their home furnishing products. “When furniture arrives at our central warehouse we have hundreds and sometimes thousands of customers to notify” says Barry Clogan, Managing Director of InStore Limerick. “Previously we had to call each individual customer, sometimes many times over until we actually got through to them, and then agree arrangements for delivery. Because of the volume of calls sometimes it was just not physically possible to contact all customers within a particular timeframe. That means stock is taking up valuable space sitting in our warehouse or worse still, at our store.

“We have now successfully used VoiceSage to send a simple voice message to each customer telling them that their furniture has arrived, and asking them to give us a call so that we can arrange a delivery time. It obviously works, because our phones immediately begin ringing after we send the message. Straight away we could see the obvious benefits in terms of saving time in the office, but we also quickly realized the benefits of shorter delivery times, lower stock keeping costs, and improved overall customer satisfaction. What really struck me was how simple the whole service was to use! We are now looking to other processes within the business to see where VoiceSage could be used. An obvious one for us will be Marketing communications around special in-store events”.

**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”™

**About InStore ([www.Instore.ie](http://www.Instore.ie))**

InStore is one of Irelands leading home furnishings retailers with stores in Limerick, Sligo, Galway and Donegal.

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