



For Immediate Release:

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800response Launches New Call Management Tool Allowing Customers to Recapture Lost Leads in Real-Time

*The Premier Provider of Vanity 800 Numbers Announces Missed Call Monitor –
A New Enhancement to the Company's Suite of Call Analytics*

BURLINGTON, VT (July 30, 2007) – **800response** (www.800response.com), North America's leading provider of Custom 800 numbers (also known as vanity 800 numbers) and Web-based call tracking and recording services, announces Missed Call Monitor, a new call monitoring service designed to alert businesses of missed sales opportunities. With instant notification of missed calls, **800response** provides customers with a real-time business management tool that is crucial to success in an aggressive marketplace.

Missed Call Monitor proactively alerts businesses by email of missed incoming calls as they occur. The new instantaneous reporting tool empowers businesses to:

- Follow up with lost prospects within seconds of a missed call;
- Choose numerous types of missed calls to monitor – busy signals, hang ups, ringing “off the hook” without an answer, and even short calls; and
- Alert multiple contacts within the company for full lead coverage.

According to Michael Bedell, Senior Vice President of Marketing and Sales, “Missed Call Monitor complements our extensive set of tracking reports, and further extends the tremendous analytical value that call data delivers. By implementing email alerts of missed leads the moment a call is missed we are enabling our customers to immediately analyze the opportunity, add the lead to their outbound sales efforts, and instantly recover lost calls which may translate into significant sales revenue.”

Missed Call Monitor also provides multi-location business owners with the insights that are essential for identifying stores that may have a higher volume of missed incoming calls. This information helps facilitate future modifications to management procedures and fine-tune call handling practices in order to improve business techniques and sales performance.

Bedell adds, “Every business misses calls, and these missed opportunities are costly and hard to recapture. We are offering our customers a way to monitor their missed call activity in real-time so they can keep their finger on the pulse of incoming lead activity, recover missed prospects, and generate more sales.”

About 800response

800response maintains the highest quality inventory of Custom 800 numbers available today, and offers these critical lead tracking tools to businesses nationwide. The company’s goal is to ensure that these leading direct-response tools are readily available to small and mid-size businesses that otherwise do not have the means to obtain an unforgettable phone number that resonates with their brand and builds their business.

Custom 800 numbers are proven to increase response rates by 30-60%; are unforgettable, trackable, and recordable. Services include a sophisticated Call Routing platform, and Web-based Call Tracking and Recording analysis in real-time. These powerful direct-marketing tools enable businesses to optimize advertising budgets; build a database of leads; access demographic information on callers; allocate sales staff based on call patterns; and analyze advertising results. For more information, visit www.800response.com or call 1-800-NEW-SALES.

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