



FOR IMMEDIATE RELEASE

Prosodie Interactive enhances the Max-Route call allocation platform by adding ad-hoc reporting, fulfillment and contact center flexibility

FT. LAUDERDALE, December 17, 2009: Prosodie Interactive, Inc., located at 855 SW 78th Ave Ste 100, Plantation, FL 33324-3223

[Prosodie Interactive](#), the leader of Interactive Voice Response (IVR), [Call Allocation](#) and Customer Care solutions combine the Max-Track reporting suite with the Max-Route call allocation platform. The Max-Route solution features a comprehensive, yet easy to administer call allocation interface which eliminates problems commonly caused by utilizing multiple contact centers. Max-Track is an analytical solution providing Marketers with unmatched intelligence for evaluating the effectiveness of marketing campaigns, advertising mediums, tag lines and much more. The enhancements, driven by client feedback, combine Max-Route with Max-Track allowing companies who advertise via traditional media (television, print, radio, or mail) or on the Web; to allocate calls through multiple boutique contact centers. This Enables campaign managers to gather valuable user information along with contact and fulfillment center feedback ensuring higher conversion rates, greater customer satisfaction and increased efficiencies of their campaigns. Additional enhancements also include the real time data integration from outside contact and fulfillment centers, [IVR ad-hoc reporting](#) capabilities, XML based report creation, and enhanced charting and graphing of call data. The reports generated are consolidated into an easy to use online dashboard that simplifies the complexity of managing the various components necessary for successful Direct Response campaigns. The new Max-Route call allocation and reporting enhancements are due to be released in January 2010.

ABOUT PROSODIE INTERACTIVE

PROSODIE Interactive is an industry leading Interactive Voice Response, Call Allocation and VACD service provider working with leading multi-national organizations in USA and Canada. PROSODIE Interactive partners with clients throughout different industries such as Pharmaceutical, Financial, Retail, Collections, Direct Response Media and Advertising; the company has years of experience helping these organizations increase both the efficiency and customer experience of their Contact Centers through Automated IVR-DTMF and Speech applications, Call Allocation, VACD and Web solutions. For more information about Prosodie Interactive please visit www.prosodieinteractive.com.

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