Election Protection Puts Voters First With Angel
Non-Partisan Organization Works With Angel to Deploy Customized National Voter Resource for 2012 Presidential Election

Vienna, VA – October 3, 2012 – Angel, a leading provider of cloud-based Customer Experience Management (CEM) solutions and a division of MicroStrategy® Incorporated (Nasdaq: MSTR), today announced Election Protection, a non-partisan coalition led by the Lawyers Committee for Civil Rights Under Law, is using Angel's Virtual Call Center (VCC) to manage 1-866-OUR-VOTE, a national voting resource that provides voters with the information, assistance and guidance in understanding their voting rights. With Angel, Election Protection has the flexibility to nationally scale its hotline, field over a hundred thousand calls a day and provide voters a more a personalized experience in the 2012 presidential election.

During a presidential election year, Election Protection experiences a significant increase in voter call volume during the month of October and anticipates that over the entire 2012 election cycle 1-866-OUR-VOTE will generate between 250 – 300 thousand calls, with over a hundred thousand of these calls taking place on Election Day alone. Angel’s cloud-based VCC combines interactive voice response (IVR) and speech technology, automatic call distribution and Angel's CX Builder, enabling Election Protection to quickly create both large and small scale customized call queues that are unique to a region’s voters and elections.

"We are a month away from an important election and we are committed to empowering eligible American voters with the information they need to vote," said Eric Marshall, manager of legal mobilization, Lawyers Committee. "During a presidential election, we run high volume, high capacity call centers across the country and it’s critical that we never leave a voter’s question or problem unanswered. Angel's cloud-based technology helped take the complexity out of building personalized call centers for each region and gave us the flexibility to successfully run the hotline as well as provide a personalized experience for every voter."

Staffed by volunteers, 1-866-OUR-VOTE is prepared to handle over 1,750 call lines at one time. With Angel's open VCC platform, Election Protection can easily respond to changing regional and voter needs as well as proactively build, update and deploy a complete call center solution. Since Angel's VCC is fully hosted in the cloud, Election Protection can deliver an always-on customer experience solution and reduce upfront and ongoing costs.

"Regardless of the voter’s decision in a month, every caller has the right to access available help," said Dave Rennyson, president of Angel. “Our technology helps organizations like Lawyers Committee create and deploy customized customer experience applications that put the customer first – or in this case, the voter first. We
are thrilled to help Lawyers Committee tap the cloud to manage costs and deliver a high quality, flexible customer experience.”

Comprised of more than 100 local, state and national partners, this year’s Election Protection coalition will be the largest voter protection and education effort in the nation’s history. 1-866-OUR-VOTE provides voters with comprehensive information and advice on how they can make sure their vote is counted. In the 2008 presidential election, the hotline received over 240,000 calls from voters seeking assistance during the election cycle.

For more information on Angel, please visit: http://www.angel.com/.

About Angel
Angel is a leading provider of cloud-based Customer Experience Management (CEM) solutions for Interactive Voice Response (IVR) and Contact Centers. These solutions enable mid-market and enterprise organizations to quickly deploy voice, SMS, chat, mobile, and Business Intelligence (BI) applications that all put the Customer Experience (CX) First. Angel’s solutions are built on an on-demand, software-as-a-service (SaaS) platform and require no investment in hardware, software, or human resources. More than 1,000 customers worldwide turn to Angel’s CEM solutions to delight their customers and their bottom line. www.Angel.com

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Contact:

Mallory Cloutier
SHIFT Communications
617-778-1888
angel@shiftcomm.com