

RUBY RECEPTIONISTS
PRESS RELEASE



For immediate release – media contacts listed at the end of this announcement

RUBY RECEPTIONISTS LAUNCHES INNOVATIVE NEW OPERATING PLATFORM

Proprietary software enhances client customization and prepares company for growth

PORTLAND, Oregon – May 2, 2011 – Ruby Receptionists, a leading provider of live virtual receptionist services, announced that it has implemented a proprietary new operating platform, Ruby Operating System (ROS) to offer clients a higher level of personalized customer service and to accommodate the company’s anticipated growth. Ruby worked with CSG Professional Services to build ROS. To run ROS, Ruby selected the Interactive Intelligence (Nasdaq: ININ) all-in-one IP communications software suite, Customer Interaction Center™ (CIC), working with KRP Communications USA to integrate the platform and upgrade Ruby’s system to fully redundant servers. Concurrently, Ruby worked with Sembit to enhance the existing Ruby iPhone app and to develop a Droid and Blackberry counterpart.

"We've always provided our clients and callers with bright, articulate, friendly receptionists," said Ruby President and CEO Jill Nelson. "Now we can give these talented individuals the most innovative technology so they can provide even better service and we can continue to meet the demands of our growing client base."

Before transitioning to the CIC, Ruby was close to reaching capacity on its Nortel system. After evaluating solutions from numerous vendors, Ruby selected the CIC because of its virtually unlimited customization options. Planning for the transition to a new platform began nearly two years ago, when Ruby management gathered feedback from the company’s receptionists about which potential features and capabilities would benefit clients most. The resulting customization gives ROS an innovative interface that helps receptionists quickly access important information about clients and their service preferences; for example, the interface indicates whether the receptionist should answer the phone “Good Morning” or “Good Afternoon” according to the client’s time zone. New service features include a beep alert that notifies the client when a call has been transferred, improved caller message details including caller ID and time stamps in local time, and the ability to customize call-handling preferences via smart phone or through Ruby’s mobile-friendly website. A smooth transition to the new platform took place on May 1.

"We switched from a system we’d been using for five years to a new one literally overnight without a hitch," says Nelson. "It was a tremendous team accomplishment."

About Ruby Receptionists

Harkening back to an era when every call to an office was answered by a friendly receptionist, Ruby Receptionists provides personalized live, virtual receptionist service to small businesses and professionals throughout North America. Ruby leverages proprietary technology and its people live four Core Values – “Foster Happiness,” “Practice WOWism,” “Create Community,” and “Innovate” – to deliver its unique vision of customer service. Founded by Jill Nelson in 2003, Ruby Receptionists was named one of the “100 Best Companies to Work for in Oregon” in 2010, 2011, and 2012 (Source: *Oregon Business*) and has ranked as one of Oregon's fastest growing companies for four consecutive years (Source: *Portland Business Journal*). For more information about Ruby Receptionists, visit www.callruby.com.

Media Contacts:

Kevin Gillam
Ruby Receptionists
(866) 611-7829
kgillam@callruby.com

Monica Spoelstra Metz
Anthology PR
(503) 282-2600
monica@anthologypr.com

