



**Press Release  
For Immediate Release**

**APEX COMMUNICATIONS ANNOUNCES ACD AGENT  
ACCESS THROUGH FACEBOOK AND TWITTER**

**– Real-Time Access to Agents Now Available Through Social Media and Messaging –**

WOODLAND HILLS, CA, April 21, 2015 — APEX Communications, a global provider of Application Servers, Service Delivery Platforms (SDP), and Service-Ready Solutions for network, customer care, and value-added services, today announced the availability of a Social Media and Messaging Interface to its [Automatic Call Distributor](#) (ACD). The newly-released Interface supports Facebook and Twitter, with other applications such as WhatsApp to follow, further increasing the productivity of agents by enabling them to handle multiple social media/messaging conversations simultaneously.

The APEX ACD's Social Media and Messaging Interface helps Network Operators, Contact Centers, and Enterprises to handle social media/messaging interactions more professionally, immediately bridging the gap between social media/messaging and agents. By enabling customers to contact agents through their preferred (social media/messaging) medium, organizations enhance their customer service experience and increase their opportunity for up-selling. With the majority of mobile users always logged into their social media/messaging applications, requesting for assistance from an agent using the Social Media and Messaging Interface is quick and easy as it is a true social media/messaging interaction.

The Social Media and Messaging Interface seamlessly integrates to Facebook and Twitter using XMPP, and gathers necessary information from the customer using the APEX Interactive Message Response (APEX IMR™) system. When needed, the APEX IMR will acquire an agent which can then chat directly with the customer using their social media/messaging application of choice. The APEX ACD agent screen allows various chat services, with the agent receiving a notification alert on the type of chat being initiated (e.g. web chat, Facebook, Twitter). The APEX IMR is a stand-alone system, independent of the ACD, and can front-end contact centers to further self-service customer care, transferring to agents only on an as-needed basis.

“The APEX ACD's Social Media and Messaging Interface takes into consideration that social

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media/messaging is quickly becoming the de facto standard for communications among the majority of age groups,” said Elhum Vahdat, Executive Vice President at APEX Communications. “With Generation X already in the workforce and Generation Y, also called Millennials or Digital Natives, who spends on average two hours a day on their smartphone and uses six apps a day, being the fastest growing segment of the workforce, it becomes pretty clear that mobile communications and social communications are converging at a highly accelerated rate.”

Other features of the APEX ACD as they relate to the Social Media and Messaging Interface include: 1) agent aliases can be configured to keep agent identity private during chat sessions; 2) after requesting an agent and receiving a greeting message, customers can stay engaged until an agent is available by receiving a host of other messages, such as agent, queue size, and wait time; 3) chat sessions can be logged and archived for future reference, and 4) the ACD administrator has the capability to monitor each agent and run reports on their performance.

**About APEX Communications** ([www.apexcomm.com](http://www.apexcomm.com), [info@apexcomm.com](mailto:info@apexcomm.com), +1 818.379.8400)

With over 15,000 installations across 100 countries since 1989, APEX is a global provider of Service Delivery Platforms, Application Servers, and Service-Ready Solutions to mobile and fixed line Network Operators, Telephone Equipment Manufacturers, Value Added Service Providers, Contact Centers, Enterprises, and Value Added Resellers for network, customer care, and value-added services using Voice, Video, Messaging (SMS, USSD), and Social Media.

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For more information contact:  
Marketing Communications  
APEX Communications  
+1 818.379.8400 x104  
[marcomm@apexcomm.com](mailto:marcomm@apexcomm.com)