



SANDUSKY NEWSPAPER GROUP GETS MEASURABLE SAVINGS WITH CHATTERBOX™ CLOUD

Montreal, Canada — Innovative Systems Design Inc. (ISD), the inventors of newspaper customer service IVR (Interactive Voice Response) and the market leader in IVR development welcomes SANDUSKY NEWSPAPER GROUP (SNG) to CHATTERBOX™ Cloud IVR.

SNG members: Johnson City Press (Johnson City, TN), Kingsport Times News (Kingsport, TN), Standard-Examiner (Ogden, UT), Sandusky Register (Sandusky, OH) and the Norwalk Reflector (Norwalk, OH) join The Boston Globe, Hearst Newspapers, Cox Enterprises, GateHouse Media, Digital First Media, The Globe and Mail and scores of other independent newspapers and groups on a “Best in Class” platform for automated, cloud processed customer service transactions.

SNG knew they needed to add automation to their customer service workflow but there was concern that subscribers would not accept or use an automated system. However, it soon became clear that CHATTERBOX Cloud’s extreme flexibility, based on ISD’s sole focus on developing and implementing newspaper IVR solutions, would allow them to design the optimal IVR call flow for each market.

"I am delighted with how well everything is working. We have had two days of late papers, and the phones have not been ringing off the hook." Stated Richard Clark, VP Inside Sales – Northeast Tennessee Media Group. "We put messages on Chatterbox and it worked out wonderfully. That is quite a load off of my three-person customer service staff that serves two mid-sized daily papers."

Richard went on to say, "As far as I'm concerned, your company is the most efficient and low-cost part of my customer staff. There was some worry around here when we did this, but the naysayers are not making noise now. Customers don't complain, because it is easy to get to a live person, and quite a few like being able to do their business with no waiting. It's like having an ATM for our Circulation Department. I would definitely recommend Chatterbox to anyone that asks me about it."

SNG is using a secure connection over standard internet to send subscriber calls to CHATTERBOX™ Cloud IVR. This method offers great quality at an extremely low cost for all incoming calls as well as transferring callers to a customer service agent. Public internet connectivity is just one of the many telecom architectures available with CHATTERBOX™ Cloud.

About Innovative Systems Design Inc.

With data centers in Virginia, California, New York and Ontario, CHATTERBOX™ Cloud frees newspapers from the obligation of setting up and maintaining complex telephony infrastructure for customer service and allows them to focus on their core business while remaining assured that they are providing the best customer service available.

ISD invented the first newspaper IVR system in 1988, and it's still running today. Since then, we have installed IVR systems in more than 500 circulation departments. Newspaper Customer Service automation is our core-business, and we come to the table with industry knowledge that is second to none. We don't know everything, but we are certainly ready to listen and learn from the experts - our customers.

About Sandusky Newspaper Group

The Sandusky Newspaper Group operates 12 community newspapers, 31 websites, a variety of e-mail newsletters, and a full-service digital ad agency. We are located in Utah, Michigan, Ohio and Tennessee. Our focus is on providing a strong, local media voice in our communities through digital and traditional media, centered on the solid newspaper brand. Sandusky is privately owned and operating media since 1869.

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