



Hoiio and Straits Interactive Launch Do-Not-Call management system that automatically checks national DNC Registry

SpiderGate makes compliance easier and minimises business disruption for Singapore businesses

Singapore, 8th January 2014 – Straits Interactive together with Hoiio today officially launched SpiderGate, an automated DNC management system to help businesses filter out do not contact numbers that are listed with the national Do Not Call (DNC) Registry when they do telemarketing via phone calls, text messages or fax.

Tracking & Filtering System

Positioned as the industry's first PDPA-DNC solution, SpiderGate not only filters but is also a tracking system that enables businesses to check numbers automatically against the DNC Registry before making a call or sending an SMS or fax. It also allows the company to maintain its own shared blacklist or do-not-call information of those who have opted out in receiving telemarketing messages.

“The current way of scrubbing numbers via the DNC Web site may not be convenient for those constantly on the move, especially insurance and real estate agents,” said Mr Kevin Shepherdson, Chief Executive Officer of Straits Interactive. “We decided to create an innovative solution that minimises business disruption and allows users to easily comply with the DNC rules. In addition, our solution also minimises costs while offering the convenience of integrated communication tools that promote responsible marketing.”

The year-long collaborative effort with Hoiio, a provider of cloud-based communication solutions, leverages Hoiio's award-winning technology to provide a complete suite of communication tools for voice calls, SMS marketing and fax over a GSM network, while ensuring minimal disruption and maximum productivity for telemarketing efforts.

Said Mr Low Chee Seng, Chief Executive Officer of Hoiio, “I am glad that together with our solution partner Straits Interactive, we are able to deliver an integrated cloud communication solution for our national DNC checks on our Hoiio platform. This collaboration has also laid the foundation for agile development of responsible communication.”

Adoption of SpiderGate

The SpiderGate solution is currently being implemented in several real estate, financial services and lifestyle companies active in telemarketing.



One such company to implement SpiderGate is Savills Singapore which has implemented the technology across its sales force and company landlines. The real estate company, which has been a beta user since late 2013, was looking for a system to support its telemarketing and cold calling efforts by allowing a shared “unsubscribed” list to be used centrally and by all its agents to filter out numbers before calling.

“We are honoured to be a pioneer in the real estate industry to allow our sales agents to easily comply with the DNC rules and use the tool as a competitive edge. There is no need to manually check the registry each time a call is made and that significantly reduces any disruptions thus empowering our agents with increased efficiency. In line with our efforts in being a trusted advisor to our clients, we can now confidently continue our marketing initiatives while ensuring we respect the privacy of our customers and prospects,” said Savills’ Senior Director Mr George Tan.

Another feature which the real estate agency found to be very useful was the compliance module. “We face the challenge of managing multiple channels of communication and tracking complaints, which requires a manual tracing process that is time consuming and unproductive,” said Savills’ Compliance Officer Mr Liow Yurong. “The compliance module offered by Straits Interactive can quickly provide us with an audit trail should there be a violation by any real estate agent. This in turn, improves our job productivity tremendously.”

Available SpiderGate Products

There are two SpiderGate solutions currently available - a Telemarketing Edition that requires no additional hardware and an Enterprise Edition which connects to a company’s IP-PBX landline. These base licenses will allow companies to add multiple users and allow these users to check against their centralised list of blacklisted telephone numbers of those who have opted out as well as those who have registered in the national DNC registry. Straits Interactive have already gained a sales commitment of close to 5,000 SpiderGate user licenses.

A limited public version of SpiderGate will also be made available from 20th January. This standalone application which can be downloaded to a smart phone (currently iOS and Android) allows individuals, sole proprietors and small companies to do automated checks with the DNC registry prior to making a sales or telemarketing call. Annual subscription per user license including DNC checks is at S\$360 per year.

More information on SpiderGate can be found at www.spidergate.com.sg.

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About the companies

Hoiio

Hoiio provides cloud communications technology that is agile and alive to the changing needs of business. By simplifying complex systems into elegant applications hosted on the the cloud, Hoiio makes flexible and scalable business communications possible. Besides offering cost effective communications tools such as phone, fax and conferencing, the company also hosts SpiderGate, Singapore's first DNC filtering system.

Straits Interactive Pte Ltd

Straits Interactive Pte Ltd specializes in secure integrated solutions and services that address issues related to personal data protection and privacy. With its strong focus on enabling trusted businesses and responsible marketing, the company worked with Hoiio to jointly develop SpiderGate, a cloud-based Do-Not-Call (DNC) management and tracking system. SpiderGate checks against an organisation's opt-out list and the DNC registry whenever a call is made through Hoiio's mobile application or online SMS marketing tool. Positioned as the industry's first PDPA-DNC solution, it provides the combined benefits of compliance, cost savings and unified communications.

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