

Authtel Incorporated Announces the Release of AuthLINX: A XML Standard Interface Providing Real Time Compliance for Teleservices Providers

Authtel, a company specializing in marketing compliance solutions for the teleservices industry, today announced the release of AuthLINX, an application interface to their proprietary Company Specific Permission (CSP) Marketing System. The AuthLINX interface allows clients to immediately and transparently ensure that outbound call numbers do not appear on State, Federal or other DNC lists, thus avoiding huge penalties and fines, irate customers, and negative publicity directed toward their business.

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“AuthLINX was developed in response to numerous requests from clients for a doorway to our architecture that would allow them to seamlessly interface with our database and that would provide Do-Not-Call compliance while still maintaining their successful and profitable telemarketing strategies,” said Dennis Brown, President of Authtel Incorporated. “They asked for a technology that would work ‘behind the scenes,’ be transparent to the user, work in real time, and maintain productivity. We feel confident that we’ve provided a solution, based on the XML standard, that meets these requirements.”

The interface provides the ability to integrate DNC match processing into virtually any existing software application that can generate an XML data stream, according to Brown. These applications include call management, contact management, and CRM Solutions. The interface works with predictive dialing technology, Voice Over IP and other technologies upon which the industry depends.

For instance, explained Jon Hamilton, Authtel CEO, “If a caller pulls up a number from a company’s database, the system will automatically check the number against Authtel’s CSP database and the DNC status of the number will appear along with all other relevant information from the company’s database”.

“AuthLINX fills a true market need,” added Hamilton. “Since DNC legislation became an issue, companies have struggled to find ways to comply without derailing their current telemarketing programs. Constant updates to the DNC lists made this impractical for many companies, and verification of numbers at the caller level was a real issue. AuthLINX addresses these needs.”

About Authtel, Incorporated

Based in Kennett Square, PA, Authtel is the first company to bring “marketing” back into telemarketing by addressing the legal and cost issues directly. The firm offers positive and workable solutions to the new telemarketing environment through its Company Specific Permission Marketing System and CallPermission.com. For more information, visit www.authtel.com or www.callpermission.com or call Jon Hamilton at 610-925-5598.

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