

## **IOS Telecom launch addresses declining operator services market, targeting international travelers.**

*By CRL-Enterprises, Inc.*

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*Operator services, clearly a declining market in the USA due to the popularity of mobile phones, will get a face lift from the launch of IOS Telecom, a new International Operator Services (IOS) Provider.*

CRL-Enterprises, Inc., a California corporation, has recently launched a new telecom business targeting the hospitality market worldwide. IOS Telecom is a premier provider of domestic (U.S.) and international operator services. Spearheaded by founder and Vice President of sales, Russ Lovell, IOS Telecom represents a departure from the philosophy of most OSP's (Operator Service Providers) still in business today. "Operator Services is a declining business", says Mr. Lovell. "Most people under 30 don't even know what it is or how to get live operator assistance. It's become so over priced that most customers avoid it at all cost."

Although operator services has declined quickly over the past decade, spurred on by the popularity of mobile phones, there is still a place for this relatively expensive calling service. "Our target is travelers who venture overseas without the means or understanding of how to place calls from the country they are visiting. We provide automated and live English speaking operators to assist callers who may have drained their mobile phone battery, don't know how to find or use a calling card in their language, or simply need to make a quick call to let family know they have arrived or that their plane will be late", said Lovell. "The service isn't cheap, but when you're in a bind, having a toll free number in the Czech Republic that connects you to a live English speaking operator who is ready to connect your call is very convenient."

IOS Telecom draws from over 20 years of direct operator service experience running call centers for various telecoms that have been serving the operator services market since 1988 when the market was first opened up. "I was there in the beginning", says Lovell, who has been serving hotels, payphones and carriers throughout the USA since the FCC forced AT&T to open the market and allow competition. IOS is going to take this experience and mold a new OSP business model that truly serves the end-user customer as well as the property owners, providing true value from these very helpful operators. IOS plans to lead the way in product innovation, quality and customer service as the product evolves in to a worldwide roaming concierge service for travelers.

IOS will use independent telecom consultants all over the world to help market their products as they are rolled out over the next six months. Our unique web-based customer reporting system provides real-time data, allowing our agents and customers to manage their accounts on line. Detailed or summary report information is available at multiple levels including carrier, agent, sub-agent, and property.

IOS is also rolling out directory assistance, customer service, and network services to enterprise and carrier customers worldwide in Q-4 of 2008.

For inquiries regarding IOS Telecom visit <http://www.iostelecom.com>

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IOS Telecom provides operator services to hotels, payphones, and telecom carriers around the world, allowing travelers to place phone calls using reverse charges or a credit card. IOS pays generous commissions to properties and agents.

Category Telecom, Operator Service, Call Center

Tags operator services, collect calling, ios, operator assistance, international operator service, reverse charges, aos, oas

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