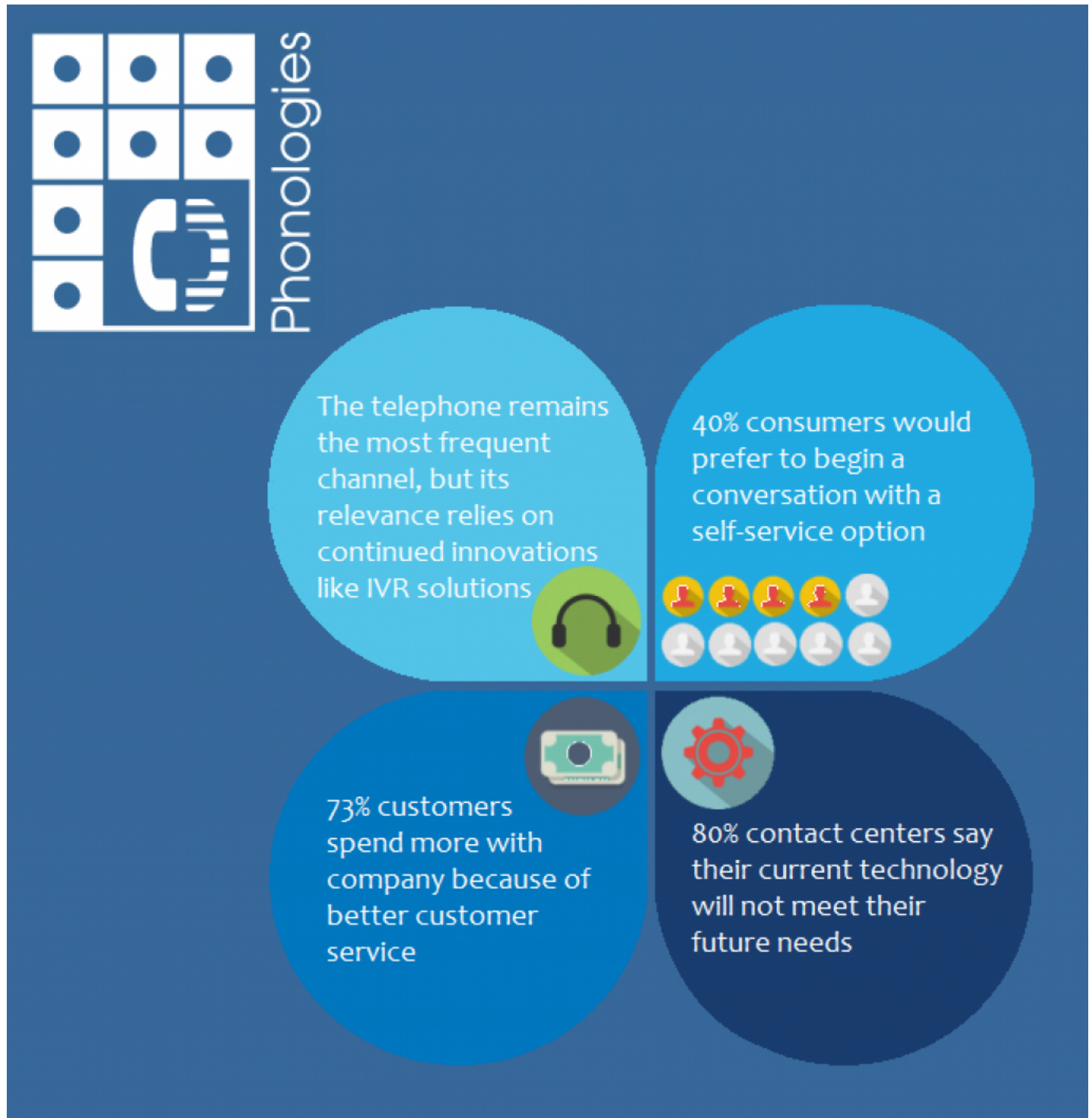


Small Business Phone System BlackLab Launched in India using Phonologies

Black Lab IVR Deployed on Phonologies Platform Enables India's 40 Million SMBs to Set Up a Business Number in Minutes.



Maharashtra, Pune, Feb 8, 2021 ([Issuewire.com](https://www.issuewire.com)) - Phonologies, a leading cloud communications provider, today announced that its InterpreXer telephony platform has been deployed by BlackLab.

BlackLab offers a complete business phone system, enabling India's 40+ million small and medium-sized businesses to set up a professional business phone system in the cloud with their own mobile numbers. Set up takes a few minutes only, and requires limited additional support for onboarding.

With distributed workforce as the new norm, BlackLab offers pre-configured packages for businesses of every size, from the smallest upward. All packages offer an auto-receptionist, voice message recording, and integrated WhatsApp to meet the unique requirements of the small businesses segment. BlackLab offers intelligent live agent transfer, call recording and more, for customers wanting to offer a richer selection of choices. BlackLab is 100% web-based and can be accessed from desktop and mobile devices.

Cloud communications enable smaller businesses to level the playing field by providing better lead generation, more sales, in marketing, and by ensuring the delivery of a consistently professional brand. "For BlackLab to offer faster and seamless customer on-boarding, it was important for them to focus on account management and a phenomenal user experience, while our platform, InterpreXer took care of all the complex telephony connectivity and call handling allowing Black Lab's customers to bring their own phone numbers irrespective of the mobile operator in India. Using VoiceXML in call flows significantly reduced BlackLab's time to market to a few months", commented Prashant Lamba, CEO of Phonologies India.

Vishal Apte, CEO of 1E9 Solutions said, "Small businesses are adopting cloud-based solutions at an accelerated pace. Lead generation, sales, and customer service are critical elements of growth, for which we created BlackLab. We wanted to build on a platform that was fully featured and could support our vision to deliver a unique and affordable experience to our customers. Phonologies InterpreXer has exceeded our expectations and has allowed us to deliver a product that is fully-featured and also simple to use."

BlackLab is now available in India. Getting started is free. Paid plans start at Rs. 125 per month.

About Phonologies

Founded in 2001, Phonologies is a leading provider of cloud telephony platforms to deliver highly effective voice interaction solutions within the contact center and enterprise domains. Phonologies customers include 1 telco located in North America, a Fortune 500 Hundred Enterprise solution provider, and 100's of Pharmacies. For more information, visit <https://www.phonologies.com>

About BlackLab and 1E9 Solutions

BlackLab by 1E9 Solutions provides brilliantly simple call management for SMBs to set up a professional business phone system in the cloud with their own mobile numbers. BlackLab offers customers a better way to do more, serve more clients, do more business, and deliver more love. BlackLab provides right-sized plans for every need from a simple auto-attendant for personal use with WhatsApp integration to a complete offering with agent transfer, call recording, and outbound dialing. For more information, visit <https://blacklab.app>

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