



Telephony That Works for You:

- **Reliable:** Cloud-based solution with full redundancy and high availability, and automatic software updates
- **Two-way communication:** Connect with patrons through bi-directional messaging (outbound and inbound)
- **Branded:** Libraries add their name and information and select the text-to-speech scripts for phone calls. Messages may be personalized with a branded voice to quickly and deliberately distinguish library calls.
- **Timely:** Libraries decide when their call campaigns are sent throughout the week (days and windows of time)
- **Consistent phone number:** Libraries can keep and use their current phone number after it has been successfully ported to IPA
- **Fast implementation:** IPA can be implemented within one month

Innovative Phone Alerts

DELIVERING BRANDED,
AUTOMATED PHONE MESSAGES
TO LIBRARY PATRONS

Many current library telephony services are, at best, clunky and impersonal. Innovative Phone Alerts (IPA)—a cloud-based, VoIP (Voice over Internet Protocol) telephony service from Innovative, part of Clarivate—streamlines the complexities of telephone notification and telephone renewal system offerings while offering patrons a personalized library experience through branded, automated phone messaging. IPA is available for Polaris and Sierra libraries.

Key Features

Staying in touch with patrons is a critical part of library operations. Innovative Phone Alerts is a modern, cloud-based, text-to-speech solution that includes:

Outgoing Notifications

With IPA, libraries can keep their patrons informed through automated, outgoing phone call notifications relating to circulation, such as holds ready for pick up and due date reminders.

Incoming Inquiries

Library staff can use IPA to manage incoming requests using its automated phone system, which leverages interactive voice response (IVR) methodology to help retrieve and convey relevant responses to caller questions, such as:

- When will the book(s) I requested be ready for pick-up?
- What is the due date for my borrowed items?
- Can the item(s) I have checked out be renewed?
- What are my library branch's hours of operation?
- What is happening at the library this season?

Library-Branded Caller ID

Patrons will be able to clearly identify your phone calls with the library's name in the caller ID. Telephony messages can also be branded and personalized to ensure patrons recognize the message.

IPA Analytics

Through IPA's web-based portal, library staff can view statistics on call campaigns, including total number of calls sent and its success rates (completed messages vs those that were ignored or failed). Staff can also use the tool to check call logs to verify if a specific patron received their notification—providing libraries a useful problem-solving tool.

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Stay connected with your patrons

Bring the personalized library experience to life through phone calls with Innovative Phone Alerts.

Request a demonstration

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