

# Zypcall Changes Phone Calls Forever – Displays Content Posted By Called Number During Normal Calls

*Transforms boring on-hold black screen to valuable information and opens a totally new and explosive market opportunity of Display-While-Calling™.*

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/EINPresswire.com/ -- Zypline Services, Inc., an Internet systems and application developer announces the release of Zypcall a powerful new app that will change telephone calls forever. Zypcall enhances everyday phone calls by displaying information before the call is answered.

## Phone Calls Will Never Be The Same

During calls Zypcall displays content posted by the owner of the called number directly onto the inbound caller's screen. Content is displayed while phone is ringing, busy, goes to voice mail, or is terminated. Users can change or cancel the content anytime.

## Not Mobile Web

Zypcall is not a web-based mobile app; it is not for consumers "searching" for a service; it is for consumers who will benefit from real-time, instant information about a business or an individual that they are already calling for a specific reason – general

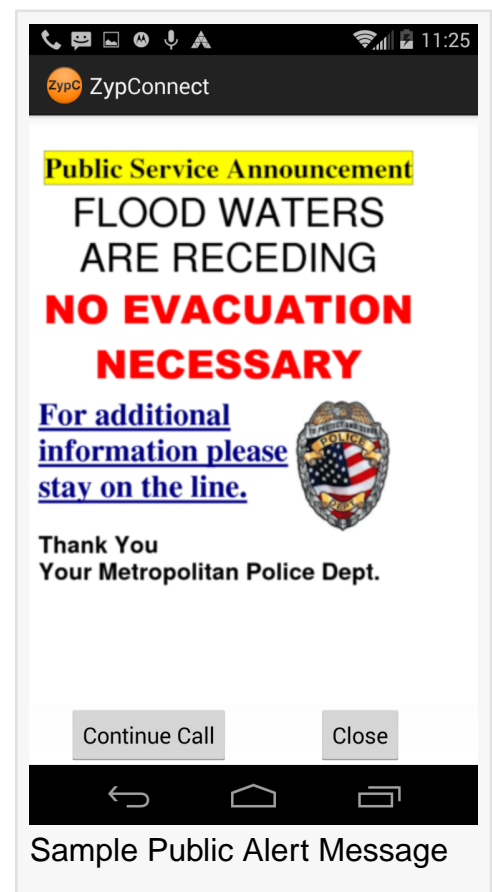
information, a reservation, an appointment, or from a click-to-call; they will see the latest content, messages, specials, coupons or any other information. Zypcall starts with a Telco process. It is triggered only when someone makes a phone call, this is what makes it stand out and makes it unique and is the basis for its patent.

## Mobile Search Generating Calls

Google estimates that in the USA there will be over 50 billion calls direct from mobile search to businesses and by 2019 these will reach 200 billion calls. And a recent report indicates a \$ 1.0 trillion market for this mobile click-to-call space which a Zypcall sweet spot.

## Not Aggregating Available Online Content

Zypcall does not aggregate online data; it gives owner of the number total control of what a caller sees. The owner of a phone number posts any content on zypcall and effectively says "if anyone calls my number, display this content on the screen. It can be text, graphics, photo, links or any



combination.

## Display On-Hold Becomes Sales Tool

Zypcall brings value to being “on-hold” by transforming the static black screen of ordinary calls into a valuable information experience, displaying content before the call is answered.

- Consumers spend a minimum about 15 min/week or 13 hours/year on hold
- 86% report they prefer content or ads to silence).
- 80% of calls on hold, many go to voice mail or endless call routing.
- Most people hang up at 42 seconds on hold; unknown lost revenue.
- 70% of inquiries have predictable answers -- no need for hold time.

Zypcall opens a new area of “in-call commerce” and creates a “predictive selling” profile, by analyzing a caller’s purchase history and displaying a specific personalized offer.

## Illustrative Use Cases

Zypcall is a horizontal solution that is useful and deployable for all industries across all global market segments. It works anywhere that a business or individual wants to post and display information for their callers to view. Zypcall enhances the value of any phone call by providing information and options prior to the call being answered. This greatly reduces or eliminates telephone time for general information, notices, or offers.

**Instant News & Information:** General information and photo feeds are available on every outbound call. Users can set the categories of feed; news, politics, sports, events, etc.

**Local Events:** While waiting for a call to complete, the caller might see a local concert and change plans accordingly.

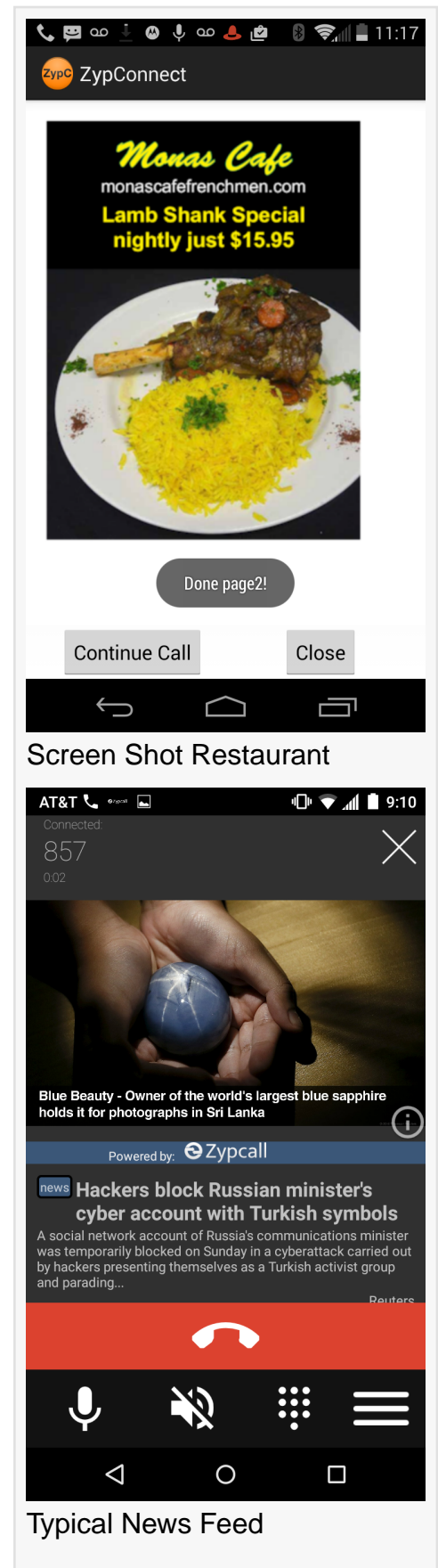
**Public & Private Messages:** Users can create messages that will be seen by all callers or only privately based on caller ID.

**Contract Workers:** Availability or even invoices (based on CID) can be displayed before call answered or in voice mail.

**Call Centers & Public Alerts:** An agency can post content in any format and when citizens call for any reason they will see the latest alerts or announcements. This avoids long waits on hold which can be critical in emergencies.

**Outage Reports:** A utility could post outage information which would be displayed to callers, saving time and eliminating operator involvement.

**General Business Information:** Businesses can post hours & other general information avoiding staff time for respond to



## Business Model

There is no charge for the app and posting of single page providing significant value for individual users. A premium service is available for businesses and agencies with a high volume of changing displays this includes an editor for creating, cataloging, and posting of panels.

## About Zypline Services, Inc.

Headquarter in Palo Alto, California, Zypline provides a connection-engine communications platform for personal brands and their customers. It instantly delivers target pages without unnecessary search and navigation steps. The Company is developing many applications built around its breakthrough patented one-step, connection engine platform that links Proprietary Digital Indexes™ Personal, Corporate and Agency to profiles, posted content and other data.

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