



**smart
applications**
powerful productivity for individuals and teams

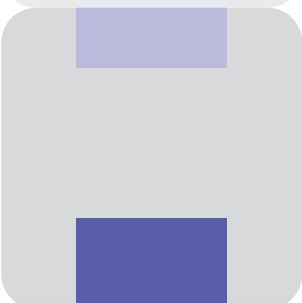
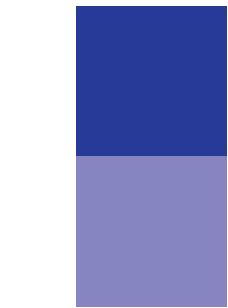


smart connect

powerful productivity for individuals and teams



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smartconnect

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SmartConnect

Introducing SmartConnect the market leading solution for connecting communications into Business Applications. SmartConnect is a powerful productivity enhancement enabling every employee to see who is calling them and manage their communications.

SmartConnect enables you to streamline how your teams work, creating a faster, more personal service. All this can save seconds on each call and can dramatically reduce company overheads.

Customer Satisfaction every time

Customer satisfaction is good business. Providing a first-class service on the telephone is the first step in creating that satisfaction. That is why SmartConnect is so indispensable. It is simply the best computer telephony integration (CTI) product available.

For customers it's often all about waiting. Waiting is the enemy. If customers wait to be answered, wait to be connected to the right person, wait for that person to find their details and then have to repeat information, it's not good service. SmartConnect addresses the three key requirements for an effective and productive telephone service.

SmartConnect integrates
to over 100 business
applications and databases
making it the most flexible
business connectivity solution
on the market.

With SmartConnect customer service runs more smoothly because calls are handled intelligently from the start.



Your staff want to KNOW WHO IS CALLING before answering the telephone. That way the most appropriate person can answer the call, knowing beforehand who they will be talking to. Customers feel valued because they are recognised.

Being able to quickly SHOW CUSTOMER DATA ON SCREEN cuts down repetitive questioning and conveys a sense of competent service.

Productively MAKE CALLS ON SCREEN whilst having customer data to hand dramatically increases the quality of customer interaction.

It's really all about linking your telephone to your business application, and intelligent CTI is what SmartConnect is all about.

How does SmartConnect deliver the three key service requirements in a modern database driven office environment?

KNOW WHO IS CALLING : MAKE YOUR DATA WORK FOR YOU BY PREVIEWING CALLERS FROM YOUR DATABASE

When a call is received, SmartConnect can search your databases and show you on screen who is calling. Integral Intelligence means that when you make a call, SmartConnect knows who you are calling; when you receive a call, it knows who it is and if you are on the telephone when another call arrives, it will tell you who is waiting. The only prerequisite for this last feature is that your handset supports 2 line calling.

Just think of the advantages to your customer service. When a call comes in on the main number, SmartConnect will tell all the ringing extensions who the caller is, so the person best able to help can take the call. And thanks to SmartConnect, whoever takes a call is immediately in a position to provide the appropriate response. Unlike so many other pieces of software, SmartConnect does not need to interrupt what you are doing. Caller details are shown in a discreet pop-up window that appears on your screen without obstructing the application you are using and without commandeering the keyboard.

SmartConnect can also manage the challenge that many business face in having a number of separate databases, perhaps storing supplier details in one location, customer information in another and prospects in yet another. SmartConnect can search all these databases simultaneously to ensure you have the best chance of identifying the caller.

With SmartConnect customer service runs more smoothly because calls are handled intelligently from the start.

SmartConnects:
Preview window gives you early visibility of who is calling

Caller: (01945) 410424
Company: A T Fowler and Son

Show Contact

SHOW CUSTOMER DATA ON SCREEN : SEAMLESS INTEGRATION WITH YOUR BUSINESS APPLICATION

Once a call has been initiated, SmartConnect continues to smooth your customer interaction by fulfilling the second key requisite – popping customer data quickly and accurately to your computer screen. As we already know who is calling (having previewed this information when the call first came in), SmartConnect can go straight to the caller's record in your database, making all your customer data immediately accessible to the person who takes the call.



MAKE CALLS ON SCREEN : SPEED BUSINESS PROCESSES

How much valuable working time is lost finding, updating and dialling telephone numbers of customers, suppliers and colleagues?

SmartConnect speeds business processes by making calls from your PC screen. In many cases SmartConnect will enable you to dial from your application using the clipboard. In addition SmartConnect offers two other methods of dialling:

- utilising the connection to your contact database, SmartConnect populates SmartPhone's Address Book. With the Address Book open, you simply enter the contact's name and click to dial the number that is presented.
- uses a TSP or Tapi Service Provider. SmartConnect appears as a telephony device to any application that supports dialling. So, to dial from your application you simply click the dial button.

Reduced Costs

Half the cost of running a telephone-based customer service is tied up in labour, 40 per cent in communications charges, and less than 10 per cent in capital equipment. Saving seconds on each call can make a big difference enabling your people to be more efficient, deliver a better service and dramatically reduce company overheads. In any company with a high volume of incoming phone calls each day, it takes many people to handle these calls efficiently. If callers have to wait, it can increase costs to the customer and be a potential loss of business due to abandoned calls and unhappy customers.

With SmartConnect you can reduce costs by the following:

- Shorten the average length and duration of calls.
- Maximise the number of talk minutes per hour, thereby reducing the required number of staff.
- Maximise/reduce telephone line requirements as call durations shorten.



Increased Revenue / Efficiency

Once the caller's normal requirements have been satisfied your teams can suggest further highly relevant services based on the specific account, thereby creating the perfect cross-selling environment. This is an excellent revenue opportunity, allowing companies to be reactive to the customer needs and proactive in selling new services. Revenue increases with staff spending less time on the initial enquiry, while providing better customer service.

With SmartPhone you can increase revenues in the following ways:

- Call and service more customers and a given time period
- Sell to inbound callers using CLI, DDI input and computer database information

Enhanced Productivity

To Teams manually dialling and receiving calls are slow and inefficient. Teams often work as individual employees not collaboratively. SmartConnect can help you manage your communications and helps you get the balance right between personal flexibility and team processes. It can be the key to dramatic improvements in productivity.

Enhanced Productivity with SmartConnect productivity is increased by handling more calls:

- Caller and application identification are performed using CLI and DDI, saving time on the 'discovery' phase of the call
- Avoid the need to request or repeat caller information that has been transferred from another department
- Initial customer information that is available in the database is displayed when the call is ringing
- Outbound calls can be handled 'handsfree' using preview dialling

SmartConnect Benefits

SmartConnect offers 4 key benefits for all organisations.

Improved Service

Companies, whatever their business or size, all have telephone based customer facing staff. SmartConnect offers the ability to improve levels of customer service, productivity and responsiveness all at the same time. A smaller company or team can now be as competitive and equally customer facing as the largest dedicated call centre with the deployment of SmartConnect.

Often companies or departments are overloaded with phone calls which results in customers having to wait and then answer a long list of discovery questions before the real purpose of the call is established. Sometimes callers are transferred around departments before reaching the right person. This type of service results not only in errors and inconsistencies in data entry and information relayed to a caller, but also in unhappy frustrated customers and lost time and profits.

With SmartConnect you can improve customer service in the following ways:

- Offer a faster, more personalised service.
- Minimise time spent gathering information from a caller.
- Retain customer information on call transfer.

Think of how much time you could gain by using the on-screen dialling features enabled by SmartConnect.



Who is SmartConnect for?

SmartConnect is ideal for all call centres but every organisation has customer facing teams that operate as “informal contact centres”. Their volume of traffic or the processes may not at this stage dictate a formal call centre but all these teams would benefit from the business benefits that SmartConnect can deliver.

SmartConnect really makes these teams effective by linking their communications into their business applications.

The following functional teams will find SmartConnect invaluable:

- Lead Generation
- Sales Support
- Sales Enquiries
- Order Processing
- Service Desk
- Support Desk
- IT Help desk
- Technical Support
- Helpline
- Credit Control Team

SmartConnect comes in two versions: SmartConnect and SmartConnect Enterprise

SmartConnect seamlessly integrates with popular business applications offering database integration, popping and dialling:

Act!

Goldmine

Lotus Notes

Maximizer

Microsoft Access

MS Outlook/Exchange

Microsoft CRM

Pegasus Opera II (Note see Option 2 list for Opera)

SuperOffice CRM v5*

SmartConnect Enterprise connects to almost 100 additional applications, databases and developer environments including:

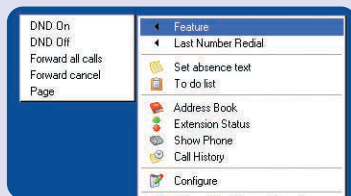
Applix Enterprise, Commence, Equinox, Filemaker, Goldmine Heat, Ingres, Lotus Notes, Microsoft SQL Server, Novell Groupwise, Sage Line 50, Saleslogix, Siebel, Superbase.*

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Revenue increases with staff spending less time on the initial enquiry, while providing better customer service.

SmartPhone the ideal partner for SmartConnect

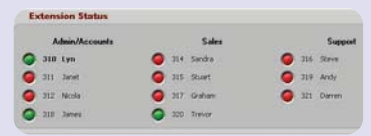


SmartPhone the perfect partner for SmartConnect

Oak's SmartPhone is a PC Softphone that is a powerful productivity enhancement that's designed to work with SmartConnect. With SmartPhone every employee has their own personalized, easy-to-use softphone for managing their communications and making maximum use of their time on the phone. It has easy to use Call handling features, address book, call history viewing, extension status and much more – all from an easy access tray menu.

Making and taking calls with SmartPhone enables you to streamline how your team works, creating a faster, more personal service. All this can save seconds on each call can dramatically reduce company overheads. With its simple and intuitive to use interface SmartPhone means powerful productivity for individuals and teams.

Quickly see which of your colleagues are free and busy

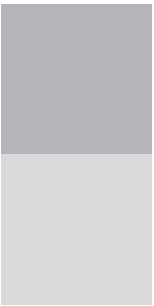


Seamless Business Application Integration

In summary SmartConnect streamlines your customer facing groups and improves customer service. By fulfilling the three key requirements of previewing callers from your database, going to their records and dialling, SmartConnect intelligently handles incoming and outgoing calls so that call-facing staff can focus on the customer rather than on numbers.

Use SmartConnect to fill SmartPhone's Address Book to quickly dial your contacts





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