



Xen Topaz

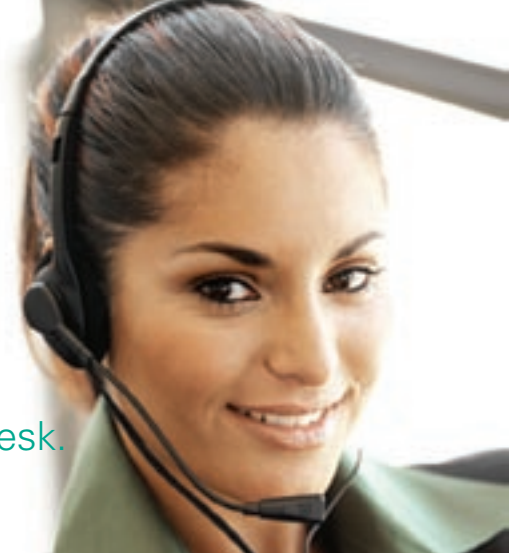
The Telephony Choice for Small Business



How effective is your telephony solution?

Is your business facing any of the following scenarios?

- Customers complain that they are unable to get through to your business at certain times of the day.
- It takes too much time and effort to locate a staff member to take a call when they are away from their desk.



Improving Your Competitive Edge

Your business operates in a competitive environment. You need suppliers who understand your position and deliver products and services that improve your businesses competitive edge.

At NEC we understand that our success is dependent on how our products and services fulfil the following key objectives:

A Wise Business Investment

The company you buy from has to have a strong reputation for quality and innovation and should you need support, you want to know that it will be there from a brand you can trust.

Increased Customer Satisfaction

Our telephony solution will facilitate your objectives of exceeding your customer's expectations. This will ensure customer loyalty and repeat business.

Improved Productivity and Flexibility

We can help by empowering your employees with telephony skills, thereby increasing their responsiveness to your customers.

Reduced Business Costs

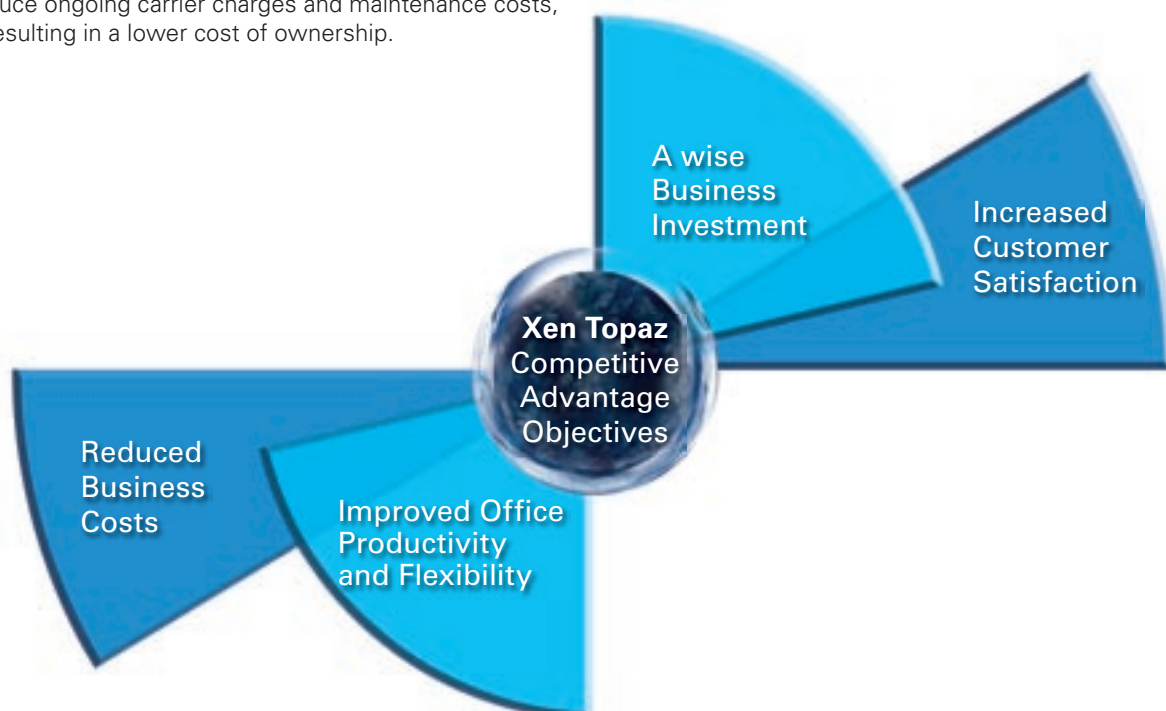
You can reduce ongoing carrier charges and maintenance costs, ultimately resulting in a lower cost of ownership.

A Wise Business Investment

NEC Australia is a subsidiary of NEC Corporation, Japan, a global communications leader of integrated and complete communication solutions for businesses. Within Australia NEC has been providing products and services for over three decades from small to large enterprises, and government corporations with thousands of staff.

NEC boasts a strong national network of over 120 partners covering all states and territories. Located in both metropolitan and regional areas, these outlets offer personalised and local service to an expansive customer base.

NEC Partners regularly familiarise themselves with the latest NEC products through sales, installations and support. This ensures customers receive up-to-date, accurate information complemented by high quality service.



Increased Customer Satisfaction

No matter how good your products and services are, your success is ultimately determined by how well you look after your customers.

That means having an effective telephony solution in place to manage both communications and responsiveness.

Customising a telephony solution is a matter of understanding your needs and then matching those needs with the benefits offered by the Xen Topaz telephony system from NEC.

To help you customise your solution, follow this step by step process:

Step 1 – Call Types and Frequency

Increasing customer satisfaction starts by understanding how your business can raise its responsiveness to customer needs. In the first instance, that requires a focus on why people call your business and how frequently.

Why they call your business

To begin addressing how to increase customer satisfaction, you must identify the reasons why a caller would wish to contact your business.

Concurrent Call Frequency

For each 'why they call', determine how often you would receive a call during the day/after hours and how often certain calls are received during busier periods.

The Xen Topaz comes standard to support three concurrent calls or, in technology talk, 'trunks' and it can be expanded to 25 trunks, nine analogue and 16 digital.

It is important to select the right number of trunks so that your customers will not experience call busy tones.

Step 2 – Primary Answering Point

Once you've addressed the how and why you receive calls, you will need to designate each call type to a preferred answering point within your business.

Receptionist

A common solution is for a receptionist to answer incoming calls, utilising a Xen Topaz receptionist console. It will allow them to answer and transfer calls efficiently within your business. The Xen Topaz offers a choice between a 24 or 64 button console.

Automated Attendant

Xen Topaz can answer up to 16 incoming calls simultaneously without the need for a receptionist to handle the call. The Xen Topaz instead will provide voice prompts and 'press button' options, i.e. "dial 1 for Sales" and send the caller to the department they've requested.

Direct Extension

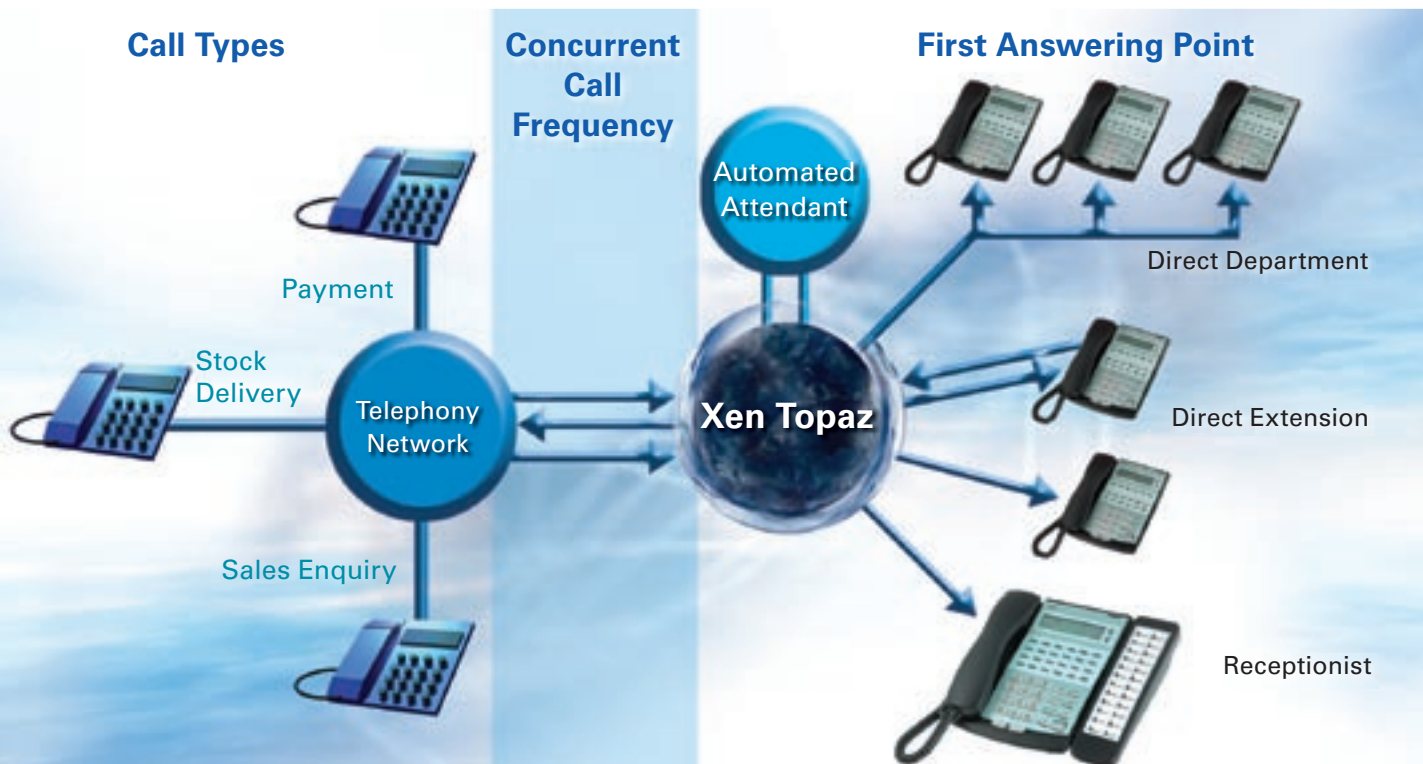
A multiple answering point solution can be achieved by offering your callers an employee extension list, directly off the main business number. This option means you do not have to rely on a receptionist or the automated attendant to answer the call.

Direct Department

Based upon your business's Call Types you may want to establish more than one inbound telephone number. The additional numbers could be assigned to a particular business area such as Sales or Service.

With the caller seeking a service group rather than a specific person, the Xen Topaz can:

1. Distribute calls evenly to assigned staff or through a priority order. If one extension is busy, then the call will be forwarded to the next extension until it is answered.
2. Adopt simultaneous ringing of all extensions within a service group.





Step 3 – Exceeding Your Customers Expectations

You know that improving your call handling with customers will go a long way to exceeding expectations, but how can you simply and effectively empower your employees?

Distinctive Ringing Tones

The Xen Topaz offers distinctive ring tones. Employees will find this a quick and easy way to distinguish between external and internal calls, and use the appropriate customer greeting.

Personalise your greeting

Know who's calling or waiting by having the caller's name and telephone number displayed on the telephone's screen.

Even better leverage the caller's number to access your customer database and display a more informed picture of the customer information to enhance your businesses responsiveness to customer needs.

Step 4 – Choices for when the Primary Answering Point is unavailable

Your busiest times are when you are most at risk of not meeting customer needs. At these times you require choices and assurances that the calls will be managed.

Call queuing with Message On Hold

If your primary answering point is busy, and unable to answer an incoming call, the Xen Topaz Automated Attendant can queue up to 32 calls.

The Xen Topaz can provide regular customised messages and/or music to keep callers on hold informed, therefore preventing the loss of potential business.

Call Pick-up, Park and Page

The Xen Topaz can be customised in a number of ways to make it easy for employees to pick up calls ringing on another extension.

With Park and Page, the answering extension has the capability to locate the required employee without too much delay.

Once the person has been made aware of a call waiting, they can then retrieve the parked call from any other idle extension.

Notification of Call Waiting

Call Waiting is announced through the notification of two beeps on the handset. The receiver of the call can either end the call, or park the current call and switch between calls.

Never Miss a Caller

When you are unavailable to take the call, the best way to capture the caller's message is via the Xen Topaz voicemail system.

Xen Topaz voicemail can be customised to receive up to eight simultaneous voice messages and store up to 7.5 hours of message time for up to 300 mailboxes.

Message Notification is an essential feature to ensure prompt action. Xen Topaz offers the following options:

1. Your handset message waiting lamp is set to 'on' when a message has been taken.
2. When you are away from your business location, the system can alert you giving you the choice to remotely access your messages.

Improved Productivity and Flexibility

A choice of four stylish handsets

Xen Topaz's elegant sophisticated handset design delivers productivity and versatility to your work environment.

From the simplicity of a 16-button non-display telephone to the feature rich 22-button display, standard intelligent features can help raise productivity throughout your business.

Easy to read

Large liquid crystal display with contrast control shows time, date, number called and extension number

Speaker

When in handsfree mode

Last Number Dialed

View the last 10 numbers dialed

Do Not Disturb/Conference

'Your call' colour lights

Your calls are green, others are red, so you only pick up the calls you're meant to

360° visual indicator

Red flashing light allows you to see your telephone ringing



Volume adjustment

Handsfree microphone

Microphone

Programmable Function Keys
Shortcuts to your most important functions

Intercom/Paging

Transfer

Hold

Speed Dialling

Save time and effort when calling a frequently used number by dialling an abbreviated code which the Xen Topaz substitutes the code with the actual calling number.

In addition, you can quickly access and call up to the last 10 numbers dialled by scrolling and viewing the numbers on the handset display.

Stop repeatedly calling a busy extension

It can be frustrating to have to repeatedly call a busy extension. By utilising Callback, you'll receive a call to let you know when your colleague is free.

Conferencing and communication

When working in teams, with other staff members or suppliers, enhance progress through better communication techniques like conferencing.

Use handset as a notepad

In situations when you need to jot down a telephone number to call back later, use the Xen Topaz display handset to store the number for easy redialling when you are ready.

The notepad facility is accessible when you are already on a call, so it won't interfere with your current call.



16 button non-display Handset



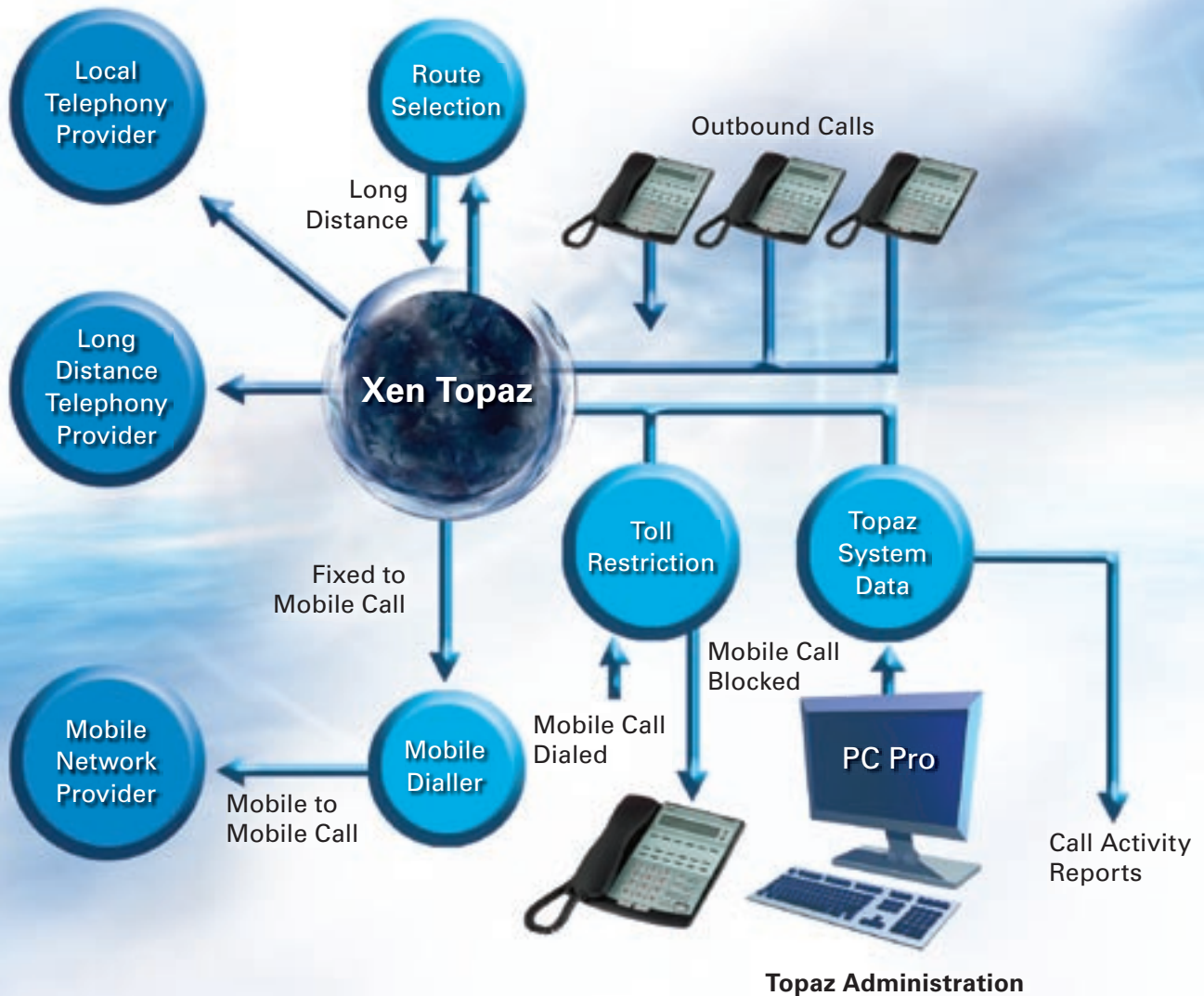
16 button display Handset



22 button non-display Handset

Reduced Business Costs

A decision to invest in a telephony solution for a business will largely depend on its capacity to improve customer satisfaction and sustain repeat business. The Xen Topaz also offers benefits in terms of controlling both ongoing telecommunication and maintenance costs.



Hot Desking

When employees are job sharing or working shifts, the Xen Topaz can be customised to allow two employees to share the same phone but still have their own message-waiting notification key for pending voicemails.

Limit employee access to long distance call types

Toll Restriction limits the numbers an extension user may dial. By allowing extensions to place only certain types of calls, you can better control long distance costs.

Save on Call Costs

Take advantage of your ability to negotiate competitive call rates from different telecommunication providers by having the Automatic Route Selection of the Xen Topaz choose the most cost effective providers based on the call type.

Save on Fixed to Mobile Call Costs

For many businesses the cost of Fixed to Mobile calls has risen faster than any other call type in recent times. With the addition of a mobile dialler to your Xen Topaz, you can convert a Fixed to Mobile call into a Mobile to Mobile call and enjoy the savings.

Monitor call costs

Be kept informed of your call costs through the Xen Topaz with call activity reporting and view all incoming and outgoing calls through each extension.

Monitor abandoned calls

The call reporting can include calls that went unanswered (i.e. abandoned). The Abandoned Call Report helps you keep track of lost business.

Tools to lower maintenance costs

You can make changes locally or remotely with PC Pro and Web Pro, the Xen Topaz's user-friendly and intuitive Web-based programming interface.

Web Pro is browser-based and allows you to program in real time. PC Pro also lets you program offline reducing on-site programming time.

Xen Topaz Communication Solution

The Xen Topaz has been developed to meet the needs of a diverse range of small business customers, both now and into the future.

The Xen Topaz can be ordered today, so why wait any longer? Simply choose the benefits for your business from the diagram below and create a solution with your local NEC partner.



Xen Topaz

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To find out more about the Xen Topaz and how NEC's versatile communication solutions can work for you, visit our website at www.nec.com.au, call us on 131 632 or contact your authorised NEC Partner.

Certain features require optional equipment or specialised telephone company services.

Please consult your authorised NEC Partner. The information contained in this brochure is subject to change without notice at the sole discretion of NEC Australia.