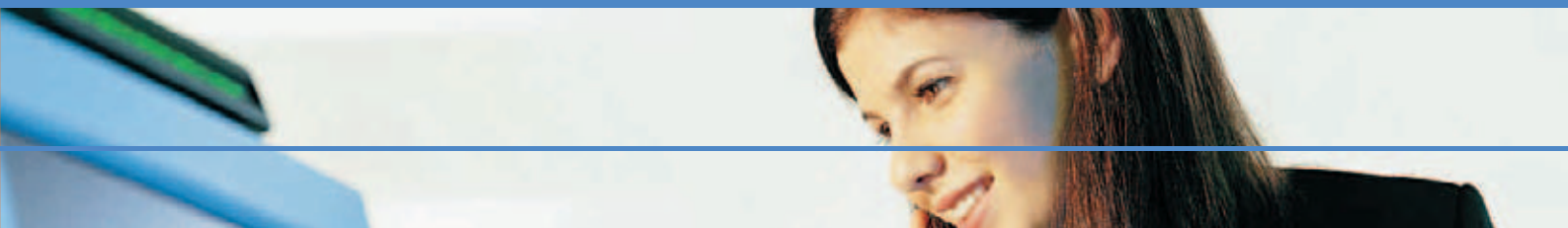




## SMALL **BUSINESSES**



Essential Professional Telecommunications  
Alcatel **OmniPCX** *Office Compact Edition*



ALCATEL

# Alcatel **OmniPCX** Office Compact Edition

## COVEREST PLACES ITS CUSTOMER WELCOME IN SAFE HANDS

### Bold strategy requires fast action

Coverest\* is a successful insurance company with 10 employees. After careful consideration, its manager, Robert Stevens\*, realised that future success was reliant on three changes:

- Moving to new premises in a smarter, more prestigious district.
- Expanding its traditional customer base while handling this growing number of customers with the same number of staff.
- Improving its customer welcome, following customer complaints about being put on hold for too long or wrongly redirected under the former system.

### Fast, flexible solution

Coverest needed a telephony solution that could greet customers with an attractive welcome message. The system had to be able to handle a massive rise in customer volume, ensuring that callers reached the right contact while making more productive use of employees' time and knowledge when on the phone.

### Packaged offering, express delivery, top features

Coverest opted for the Alcatel **OmniPCX Office Compact Edition**, which fit all its requirements in one, simple package complete with eight Reflexes sets.

Its professional greeting welcomes callers with music or a message on hold while freeing up office staff as ad-hoc receptionists. Thanks to the automated attendant, customers are routed to the right person, thus optimizing staff efficiency.

Smart PIMphony CTI software has improved customer relationships by beaming all relevant information on a given caller to staff via screen pop-ups at the moment they receive the call.

If no staff are available to answer a call, customers have the option of either leaving a message or reaching their contact on his or her mobile.

And with its compact, discreet design, the system sits quietly on the wall, saving precious office space.

\* Virtual names



"We were aware of the importance our customer welcome and call-handling would have on our company image, but could not afford to waste precious time on installation and learning new features."

"We had to move to the new premises very quickly. In just one week we had chosen the system and it had been installed. It was a tough challenge but we succeeded with flying colours due to the Alcatel **OmniPCX Office Compact Edition**."

says Robert Stevens.

# S M A L L

## PICK UP THE PHONE OR THIS CUSTOMER WILL PUT IT DOWN

Whatever your line of business - retail, services, the medical or legal professions, insurance or real estate - you will be aware that the way callers are greeted reflects on your company's professionalism.

Customers care less about the size of your company or whether you have a dedicated receptionist than about getting a fast, friendly and efficient welcome.

A truly professional company image requires more than just picking up calls when you happen to be around. While callers wait to be connected, they expect music or a message on hold. Whatever time of day they phone, they expect to be greeted, redirected to the appropriate person or to be given the possibility to leave voice messages.

The alternative is customer frustration and missed opportunities.

Naturally you are keen to improve your customer welcome with a professional solution and advanced features. But it's got to be simple to choose and order, quick to arrive and install and easy and efficient to use. It must be compact, discreet and cost-effective. It should be open to upgrades - such as Voice over IP\* or CTI applications- to suit your changing needs. And it should boost productivity.

At Alcatel, we have taken all of your concerns to heart to devise the Alcatel **OmniPCX Office Compact Edition**.

The result: a truly professional telecommunications solution with all the advanced voice features you would expect from a large enterprise welcome system, within **your** reach.

*\* soon available*





# BUSINESS

## High-performance, advanced voice features

With the Alcatel **OmniPCX Office Compact Edition**, you get the full communications power of the award-winning Alcatel **OmniPCX Office** family.

Above all that means stunning voice quality, but also failsafe reliability and access to a powerful range of telephony features from the most basic, such as conference calls, music on hold or a greeting message to the more advanced, including:

- A wide choice of terminals with 4 Reflexes™ digital sets, Mobile DECT or analog sets. All our terminals are highly user-friendly; transferring and forwarding calls couldn't be simpler -you can even call your contact by name thanks to a dial by name directory.
- A powerful **embedded voice mail**.
- An **embedded Personal Assistant** so that callers can leave a voicemail, or reach you via a mobile, external or internal number.
- An "always on" **integrated** Automated Attendant to connect callers to the right person at peak times and broadcast information to customers, such as opening hours.
- An **integrated CTI server** enabling access to a customer database from your PC or a link up to third party applications specifically related to your business.
- The use of **Alcatel's DECT mobile handsets**.

## > Compact, intuitive design

With such an array of voice features, you would be forgiven for expecting an intrusive, noisy mass of hardware. Think again.

The Alcatel **OmniPCX Office Compact Edition** has been conceived to take up the minimum of office space. The cabinet is conveniently wall-mountable, with no noisy fan and no visible cabling.



## > Simple, cost-effective packaged solutions

Speed of decision-making and deployment are critical to an agile enterprise. The less time you spend choosing and trying to understand a new telecommunications system, the more time you spend on running your business.

With this basic premise in mind, we have designed a set of packaged offerings that take the fuss out of selecting, ordering, installing and operating the right solution for you. All the necessary hardware and software are included, at a highly competitive feature/price ratio. Simply select the package to fit your company size and sit back.

## > Flexible and future-proof

With Alcatel, a packaged solution is not a straightjacket. The beauty lies in its openness and flexibility. Whichever package you opt for, everything you need to evolve is already in place, protecting your investment. Upgrades to Automated Attendant, Voice over IP\* or enhanced CTI applications such as PIMphony Team, for instance, can be switched on at the turn of a software key. No need for a technician on the premises – just activate the relevant license by remote and off you go!



\* soon available.

## ONE SMALL STEP TO INSTALL, ONE GIANT STEP FOR CUSTOMER SATISFACTION.

**Just three months after installing the Alcatel OmniPCX Office Compact Edition in their new premises, the whole team at Coverest is highly satisfied with the new set-up:**

*"We have noticed a clear improvement customer satisfaction.*

*The new system undoubtedly projects a more professional image."*

A more efficient greeting means clients' needs and queries are answered promptly and waiting time for the right contact is cut by half. Coverest can now offer all the customer relationship qualities you would expect from a much larger company

*"Our staff feel freer to get on with their job."*

Functions such as dial by name and simple, programmable keys to transfer or activate voice mail make their life easier and working on the phone more productive and stress-free.

*"After just a few weeks in operation, we can see a clear improvement in cost-efficiency."*

Better call management has reduced the need to recall customers and cut telephone costs by 10%.

*"As our business is expanding fast, we need to hire another two people and add an extra two Reflexes sets. That has proven no problem with Alcatel."*

Alcatel's uniquely open architecture means today's investment will fit the company's needs of tomorrow, whether for mobile or advanced services. So if you grow, we can grow with you. Everything is already in place.



### Alcatel: the European leader in advanced Voice and Convergence solutions

Place your trust in the business communication specialists. We cover all customer needs from six to thousands of lines. The **OmniPCX Office** range offers quite simply the best set of feature benefits on the market and has won industry awards in many countries.

## MAIN CHARACTERISTICS

### Architecture

Operating system	Linux
Wall mounted cabinet	65x360x345mm
External Power back up	4/8 hours (optional)

### Terminals & workplace

Voice users (analog, digital, DECT)	37
Voice ports (Reflexes + Analog)	12
Multi-Reflexes hub (1 to 3 channels split)	4
Reflexes terminals (with Reflexes hub)	16
Analog sets	8
IP users* (e-Reflexes + IP PIMphony)	Up to 55
Mobile Reflexes terminals (DECT)	20
Add-on modules (max 2 per terminal)	10
SO, V24, Analog plugware	4
V24 metering plugware	1
IBS Radio Base Station	3

### Communication ports

Analog trunks*	4
Basic rate access	Up to 4 TO
ISDN RAS	Up to 128 Kbps (2B channels)
IP trunks* (VOIP 4/8 daughter boards)	4/8 channels
Ethernet LAN port	Auto-sensing 10/100 BaseT

### Call server

Voicemail (embedded)	2 ports/20 minutes
Voicemail storage (with Xmem64)	Up to 80 minutes
Automated Attendant	2 levels/10 choices per level & sublevel
Groups (Hunting/Broadcasting/Pick-up)	50 (up to 32 subscribers in each)
Greeting messages	4 up to 8
Music on Hold	2 minutes
Languages	2 to 4
Directory entries	3000
Automatic Route Selection (ARS)	500 entries
Metering tickets	Up to 1000 tickets
Attendant groups	8 (up to 8 attendants by group)
Conference	3 simultaneous conference

### CTI server

Integrated CTI server	CSTA/TAPI
PIMphony clients with Integrated CTI server	25
CSTA sessions/monitoring	25/50

\* soon available.

www.alcatel.com

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