



Empowered by Innovation

NEC

MyCalls

Total Call Management



SIMPLIFY PERFORMANCE MANAGEMENT
CONTROL & REDUCE CALL COSTS
TARGET & REDUCE LOST SALES
IMPROVE COMPANY IMAGE
SAVE TIME & SPEED WORKFLOW
MORE FLEXIBLE WORKING
IMPROVE CUSTOMER FOCUS
MORE EFFECTIVE TRAINING
MOTIVATE EMPLOYEES
EFFECTIVE DISPUTE RESOLUTION
COMPREHENSIVE PERFORMANCE REPORTING
ENHANCE PRODUCTIVITY

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What is MyCalls?

A complete call management system in a single solution for the UNIVERGE SV8100*. In short, it's the most cost effective manager your company will employ!

Some of your most expensive assets, ie your communications and staff can be managed effortlessly from a supervisor's desktop. The MyCalls range includes call monitoring, call centre management, call recording and call activity analysis. All this happens in REAL-TIME allowing you to respond to changing conditions in your business quickly.

How much are missed calls costing your business?

Most businesses don't even know - you can't manage what you can't measure. MyCalls helps you follow up any missed calls, lets you know if you need to expand and helps prevent losing customers to your competitors.

Which businesses would benefit from MyCalls?

Any business, regardless of size, that uses telephony with its customers - it's not just for call centres. Sales departments, helpdesks, insurance companies, healthcare, the list is endless. Recent changes in business laws have also seen call recording become a necessity for many.

Any of these sound familiar?

- No idea how many calls your business received yesterday?
- No idea how many calls your business missed yesterday?
- No idea how much business you lost?
- No idea how long customers have to wait before they're actually answered? Ever missed that vital piece of information during a call and then wished the call was recorded?
- Your current Call Logger simply provides historic information, you want real-time statistics now...

MyCalls to the rescue!

Good reasons to choose MyCalls

- Increases productivity
- Reduces costs
- Rapid return on investment
- Wins more business
- Improves customer perception
- Improves customer service
- Improves staff efficiency
- Helps manage & measure sales & marketing activity
- Aids staff training
- Call recording helps solve disputes
- Real-time information enables supervisors to react quickly to changes in call traffic
- Reduces cost of sales and increases competitiveness
- Reduces abandoned calls
- Competitively priced



*Save your business
time with MyCalls*

*MyCalls products also work with other NEC systems including the XN120 and Aspire. Please consult your NEC reseller for details.

MyCalls is a range of call management solutions that are easily expanded and upgraded as a business grows.

MyCalls Basic

A single user entry-level application that helps provide a real-time snapshot of all calls. Free for the first 12 months.

MyCalls Call Manager

A more sophisticated version for businesses providing a full complement of call management information.

MyCalls Enterprise

Enables easy call management and reporting across multiple sites such as main offices and branch offices.

MyCalls Desktop NEW!

An excellent add-on to MyCalls Basic and MyCalls Call Manager, providing the caller with instant Customer Relationship Management (CRM) information such as screen-pops, and much more.

MyCalls Call Centre

An essential application for any contact centre and specialist call centres. Provides supervisors with full control of extensions and Automatic Call Distributor (ACD) groups from their desktop.

MyCalls Call Recorder

Equips MyCalls Call Manager and MyCalls Call Centre with full call recording capability. Calls are recorded securely, encrypted and easily accessed.

Mycalls Overview

	MyCalls Basic	MyCalls Call Manager	MyCalls Call Centre	MyCalls Enterprise
Real-time view of extension activity	Yes	Yes	Yes	Yes
Real-time view of DDI activity	Yes	Yes	Yes	Yes
Real-time view of ACD activity	No	No	Yes	No
ACD Agent Control	No	No	Yes	No
Call playback with Call Recorder	No	Yes	Yes	Yes
Multiple users	No	Yes	Yes	Yes
Report creation	Yes	Yes	Yes	Yes
Number of standard report types	9	21	24	21
Custom reports	No	Yes	Yes	Yes
Report editing / filtering	Yes	Yes	Yes	Yes
Report scheduling	No	Yes	Yes	Yes
Call costing / handling	No	Yes	Yes	Yes
Call locating	Yes	Yes	Yes	Yes
Quick view of call history	Yes	Yes	Yes	Yes
Unreturned calls view	No	Yes	Yes	Yes
Number of alarm types	6	20	22	20
Real-time trunk utilisation alarm	No	Yes	Yes	Yes
Real-time extension state alarm	No	Yes	Yes	Yes
Real-time DDI queue alarm	No	Yes	Yes	Yes
Real-time ACD queue alarm	No	Yes	Yes	Yes
Support of MyCalls Desktop	Optional	Optional	Optional	Optional
Multi-site support	No	Optional	Optional	Optional
SQL Server 2005 Express Database	Yes	Yes	Yes	Yes
Customer SQL Server 2005 Support	Yes	Yes	Yes	Yes

MyCalls Basic

Measure it and you can manage it

The basic MyCalls platform is bundled free with new NEC telephone systems for the first 12 months, and provides a wealth of management information - in particular, a 'real-time' view of call activity in easy to view screen display and report formats.

MyCalls logs every call made to and from your system, including missed or abandoned calls, which can mean dissatisfied customers and lost sales. A wealth of important information is stored about call activity, for example, source and destination telephone numbers; duration of calls; time of calls; extension activity and caller waiting times.

Display

The visual display can highlight a range of call activity statistics - virtually as they happen. For example, cumulative daily totals of incoming, outgoing or abandoned calls and average time taken to answer calls. The display is easily customised to draw attention to business-critical call information.

Logging

The detailed call log enables MyCalls to provide a limited number of simple reports that help monitor and manage performance. For example, information about peak-time call volumes enables staff levels and trunks to be matched to customer demand.



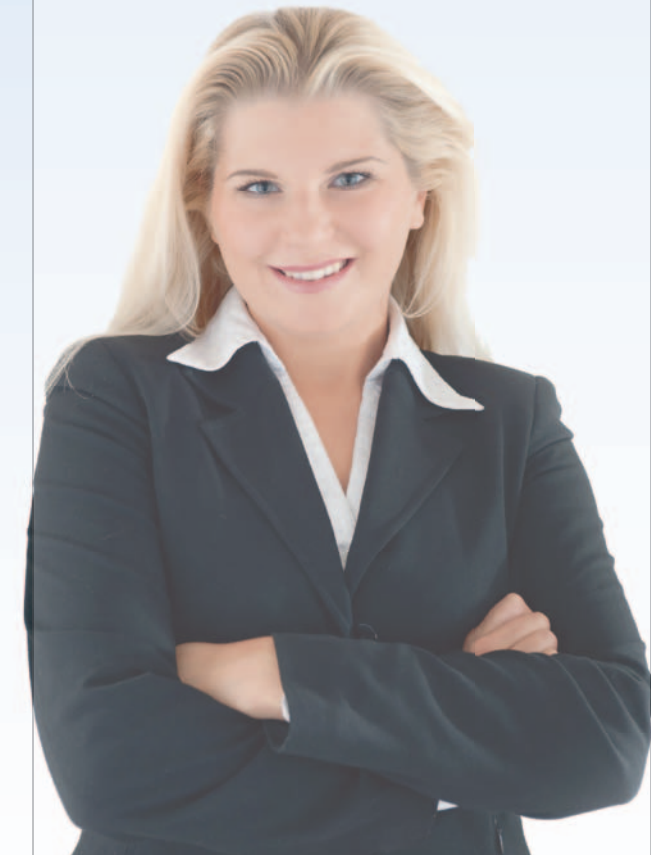
"Monitoring call traffic in real-time means we can respond quickly to busy periods"

MyCalls Basic provides valuable information about:

- How many calls received
- How many calls abandoned
- How many calls waiting to be answered
- How many calls made
- How many staff available to answer calls
- Conversation length and more

Key benefits

- **Enhance Productivity** - Statistical data enables staffing levels to be matched to peak call volumes.
- **Control Costs** - Comprehensive information about call activity helps prioritise remedial action.
- **Target Productivity Gains** - Real-time views of daily call activity and some basic reports highlight profitable areas for investigation.



Key benefits

- **Protect Sales Revenues** - Abandoned calls are flagged and logged enabling rapid customer call-back.
- **Manage by Exception** - User-defined system alarms alert managers to situations that require their attention as do reports on all aspects of call performance.
- **Reduce Call Costs** - Unauthorised calls, e.g., mobiles/premium rate numbers are highlighted.
- **Accelerate ROI** - Productivity gains and cost savings lead to more profitable operation.

MyCalls Call Manager

Improving business performance across the board

MyCalls Call Manager adds an extra dimension to call management and performance with an unparalleled range of user-friendly features. These help a business save money, win profitable new business and dramatically increase customer service levels.

Managers enjoy a real-time overview of the telephony activity of their team - who's on a call, who's holding, who's off hook and how many callers hang-up before their calls are answered. This bird's eye view means individual and group productivity is easily monitored and managed and problems are dealt with straight away, e.g., calling back customers who abandoned calls, which retains customers and sales.

Alarms

MyCalls can be programmed to alert a manager when a particular set rule has been broken. For example, if a call has gone unanswered for over 30 seconds, or when abandoned calls exceed a set level.

This leaves busy managers free to concentrate on their every-day tasks until an alert requires their attention and action.

Similarly, call costs are reduced because alarms can be set to flag unauthorised calls, particularly to high cost premium rate numbers, international calls and to mobiles.

Reporting

MyCalls Call Manager has one of the most comprehensive report suites available. Reports can be scheduled or run as required to provide a wide range of detailed management information including call costs, response times, staff telephone performance, levels of customer service, and so on.

The business value is enormous, for example sales and marketing can measure the response to telephone campaigns precisely, or technical managers plan appropriate staff levels to handle changing call volumes for product support.

A complete overview of call activity is presented at a glance



“Telephone response to a marketing campaign can now be measured with precision”

MyCalls Enterprise

Effective call management across multiple sites

MyCalls Enterprise is ideal for a business or organisation which has multiple branches located remotely. It makes it possible to gather and consolidate the information from a separate NEC Phone system at each branch.

MyCalls Enterprise can be configured to enable call activity data from different departments with similar functions, eg. sales, to be compared at branch or organisation level, which provides opportunities for more efficient call handling and increased productivity.



Key benefits

- **Increase productivity** - Detailed call management and reporting information is provided across multiple sites simultaneously.
- **Cost savings** - Larger organisations can be managed more easily from a single desktop, reducing the amount and cost of managerial time required.

"MyCalls Enterprise improves the customer perception of an entire organisation"



Key benefits

- **Significant Time Savings** - Full call control with real time views of other extension activity (Busy Lamp Field) from the desktop simplifies all telephone functions & saves time on basics like dialling & call transfer.
- **Speeds Workflow** - Callers are identified immediately, with screen-popped access to database records for faster, warmer, more efficient response.
- **Enhanced Personal Performance** - Custom-fit action views are easily tailored to individual needs & data requirements, increasing acceptance and productivity.

Key features

- Call control - Dial, Answer, Hold, Set Forwards, DND
- Advanced call control features - Park, Conference, Barge In, Call-back
- Free Dial - Highlight a number & dial it
- Simple operator functions - inc. DND other, FWD other (when combined with Call Manager)
- Phone book – personal & system-wide contacts
- Programmable action buttons - Speed dials, BLF, Launch of applications, Service Codes
- Personal call handling statistics
- Personal call list - incoming, abandoned, outgoing calls
- View & dial calls awaiting return
- Hot-desk support
- Screen-popping – Search & view contact information in CRM databases
- Screen-pop transfer – Contact information accompanies transferred calls

MyCalls Desktop NEW

Screen-pop functionality for slicker call control

Effective call handling takes time. If less time is spent collecting the basic information to handle the call, such as accessing a customer record on a financial database or even locating and dialling the number, more time can be spent with the customer or more calls can be handled each day.

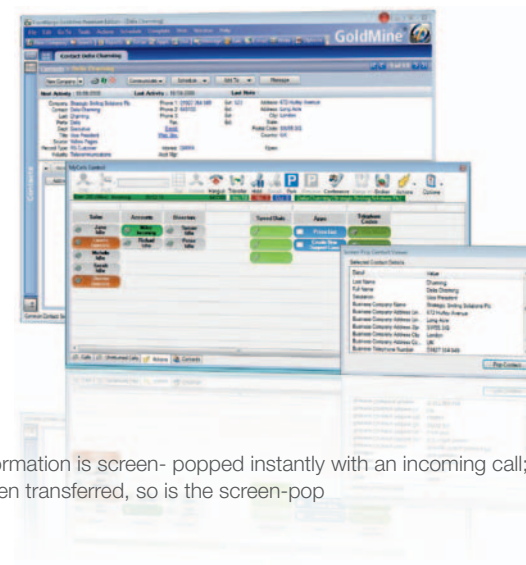
That's where MyCalls Desktop can help, by providing the functionality of full desktop call control with contact screen-popping and a range of additional exciting productivity enhancements to My Calls Call Manager. The time savings and productivity gains soon add up. Just 15 to 20 seconds per call in a busy organisation could amount to more than 40 hours a month. How much could that be worth to your business?

Time management

MyCalls Desktop provides an astounding range of telephony functions from one easy to use control panel on the computer desktop. In addition to all the familiar telephone functions from dialling to call transfer, the system also makes it quick and easy to use more complex features such as call parking, all at the click of a mouse. Productivity features like Free Dialling enable users to dial a number in any application, say, a website, simply by clicking on it, which reduces the incidence of misdials. In fact, users can compile their own action views that give rapid access to different system functions including Busy Lamp Field (BLF) views of selected extensions, personal speed dials & call divert functions and opening frequently used documents or applications such as price lists in pdf format.

Screen-pops

MyCalls Desktop works “straight from the box” with the leading CRM databases shown opposite. When users take calls they are presented with information about the caller gathered from their contact management system. From this they can pop (show) the customer's record from the related application. This significantly reduces call handling times and costs, improves the customer experience and offers productivity gains. What's more, if calls need to be transferred for additional help, the screen-pop information can be transferred simultaneously, saving time all-round.



Customer information is screen-popped instantly with an incoming call; if the call is then transferred, so is the screen-pop

Users benefit from Busy Lamp Fields, Speed Dials and short cuts to essential files such as price lists to help deal with calls more quickly



Supported databases

- Outlook • Act! • Goldmine • Maximizer • Sage Line 50
- SalesForce • Microsoft CRM 4 • Custom Script support for bespoke databases

Further database compatibility to be announced with future updates.

MyCalls Call Recorder

Simple, secure call recording

Call recording is used by an increasing number of organisations because of its value in resolving commercial disputes, in training and refining call-handling skills or, for some, because it is a legal requirement.

A recent change in FSA requirements means many companies are now obliged to record all client related telephone calls. Thankfully, MyCalls Call Recorder is a highly cost effective solution which can record inbound and outbound calls. It is simple to set the rules and permissions required to enable different organisational levels of access to view and playback calls.

Easy access

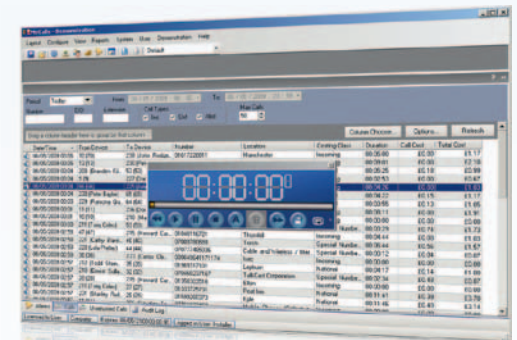
Recorded calls are easy to locate, either from the daily call log or using a quick search facility that filters calls by, for example, number, extension, date, etc. Call playback controls are similar in format to many popular MP3 players and are operated from the PC desktop.

Security

Recorded calls are easy to export and e-mail as .mp3 or .wav files. These are encrypted to ensure they are tamper proof. Calls can be archived to disc or other storage devices and for added security they can only be replayed on MyCalls Call Recorder when they are recovered.

Key benefits

- **Secure Access** - Recording, playback & storage are totally secure with rapid call identification.
- **Improve Dispute Resolution** - An accurate record of disputed facts assists faster, amicable resolution saving time and money.
- **More Effective Training** - Listening to and analysing what was actually said during a call cuts training times & improves performance.



"Costly disputes can now be solved instantly"

Key benefits

- **Increase Capability** - Full call centre functionality built around NEC ACD technology enhances customer experience.
- **Raise Service Standards** - Improved management control reduces caller delays in queues & delivers calls to those best able to help.
- **Maximise Agent Productivity** - Managers have real-time information and activity reports essential to agent performance and training.



MyCalls Call Centre

Bringing enterprise performance to SMBs

Intelligent call routing is fundamental to call centre operations, irrespective of scale. The NEC SV8100 system has a powerful, robust Automatic Call Distribution (ACD) system.

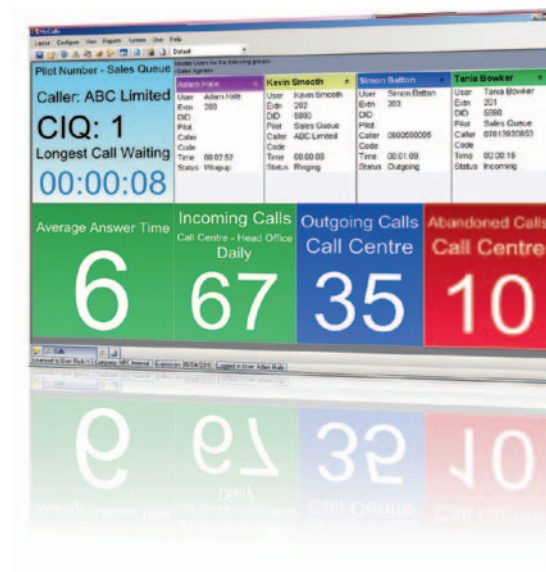
MyCalls Call Centre is tightly integrated into this to provide supervisors with the controls, real-time visual cues and management information that are required to sustain high levels of call-handling efficiency. ACD manages multiple queues on the telephone system distributing calls evenly, following a set of logical rules in an attempt to ensure that no individual is overloaded while others are idle, and that calls are routed to agents with the most relevant skill-set.

Activity display

The MyCalls screen display gives a detailed real-time view not just of agent activity but also about key service parameters like numbers of callers in queue and call waiting times. To ensure service levels are maintained supervisors can log additional agents into ACD queues from their own teams or from other departments, which offer similar skill-sets. This is all arranged simply and quickly from the supervisor's MyCalls desktop. Additional alarms are provided to help manage ACD activity efficiently, for example queue overflow warnings or maximum times that agents may remain in a given state, e.g., after call activities (often referred to as 'wrap up'). Supervisors are also able to select and configure performance statistics that can appear on the screens of their agents or on plasma wallboards to drive the achievement of agreed service standards.

Performance management and skills training are enhanced by the detailed activity reports that are generated by MyCalls in conjunction with call recordings made using MyCalls Call Recorder.

"Effortless call management like this makes the whole team more productive"



An aerial view of agent activity is ideal for supervisors and can be displayed on a plasma screen

MyCalls Agent Control

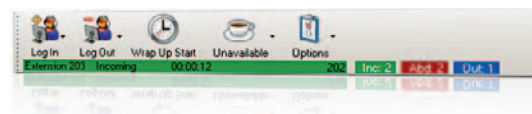
Call management made easy

Agent Control provided by MyCalls Call Centre is a two-way process. Not only does it provide the essential information for supervisors to maintain call-handling service levels, it also empowers agents with greater flexibility to deal with call traffic.

An Agent Control toolbar on every agent's desktop enables them to log in and out of ACD queues and display their current status. Because call queues are visible on screen or plasma display, agents can often enter other queues on their own initiative to lend support to hard pressed colleagues.

Agent status

Conditions such as Available, Wrap Up (handling after call activity) or natural break and other reasons specified by the business can be selected from the toolbar. Supervisors can add other reasons specific to their business, for example, some agents may be required to spend time picking parts to fulfil orders they have taken earlier. This flexibility helps a team work with greater efficiency, especially where staff resources are limited.



The toolbar saves time with complete call control at the click of a mouse

Because the different work states are always specified in real time, it enables supervisors to maintain more effective control over service levels and to run extremely accurate reports on agent activity.

“Agent Control allows even a small team to deal with fluctuating call traffic”



A real-time snapshot of all personal call activity including agent status, call history plus a mini wallboard of group activity

Key benefits

- **Flexible working** - Empowering agents to log in and out of service enables any organisation to make better use of limited staff resources.
- **Better Management Control** - Busy managers save time because user-defined controls & alerts are only triggered when exceptions occur to defined service standards.



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About NEC Corporation: NEC Corporation (NASDAQ: NIPNY) is one of the world's leading providers of Internet, broadband network and enterprise business solutions dedicated to meeting the specialized needs of its diverse and global base of customers. NEC delivers tailored solutions in the key fields of computer, networking and electron devices, by integrating its technical strengths in IT and Networks, and by providing advanced semiconductor solutions through NEC Electronics Corporation. The NEC Group employs more than 150,000 people worldwide. For additional information, please visit the NEC home page at: <http://www.nec-unified.com>

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