

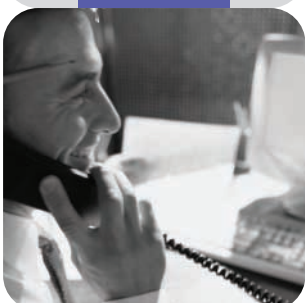
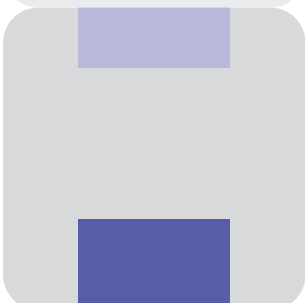
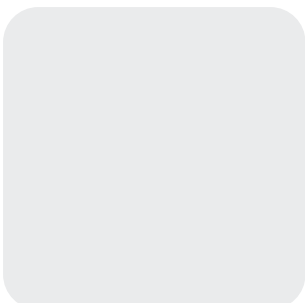
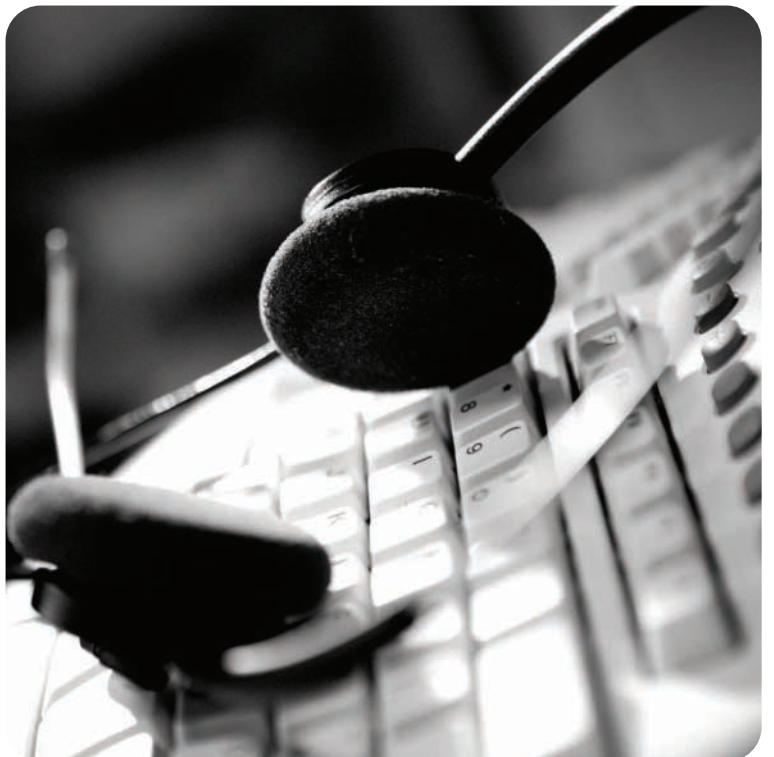


**smart
applications**
powerful productivity for individuals and teams



smart applications

powerful productivity for individuals and teams



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

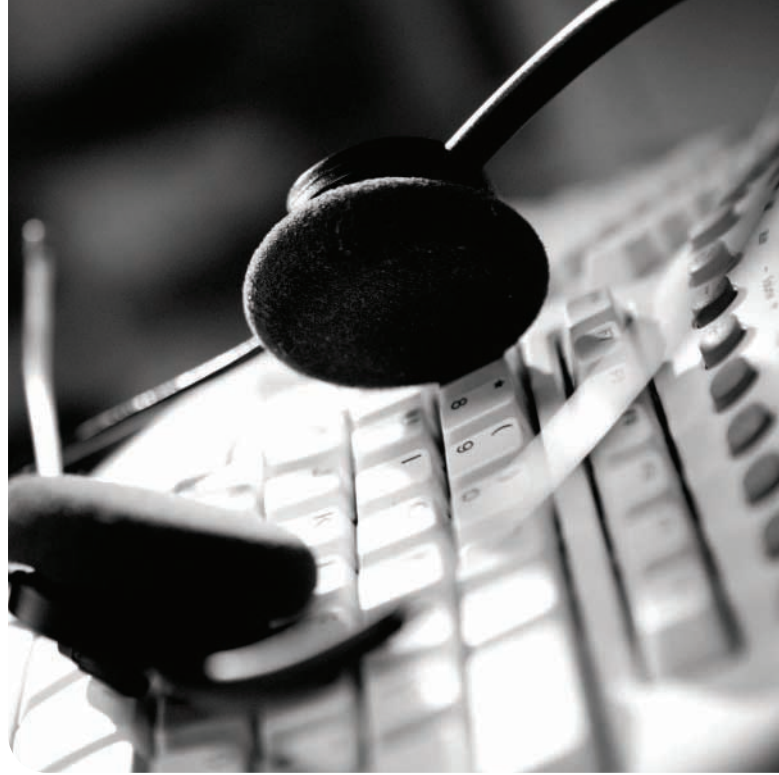
smart applications

powerful productivity for individuals and teams



Introducing SmartApplications
– the market leading solution
family for personal and team
productivity that connects
communications into
Business Applications.

SmartApplications 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.



SmartPhone – powerful personal productivity.

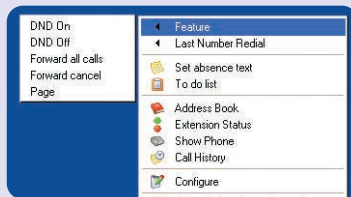
smartphone

powerful productivity for individuals and teams

Oak's SmartPhone is a PC Softphone that is a powerful productivity enhancement. With SmartPhone every employee has their own personalized 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 and can dramatically reduce company overheads. With its simple and intuitive to use interface SmartPhone means powerful productivity for individuals and teams.

SmartPhone the ideal partner for SmartConnect



Quickly see which of your colleagues are free and busy

Extension Status		
Admin/Accounts	Sales	Support
210 Lynn	214 Sandra	218 Steve
211 Janet	215 Stuart	219 Andy
212 Fabia	217 Graham	221 Darren
213 James	220 Trevor	

smartoperator

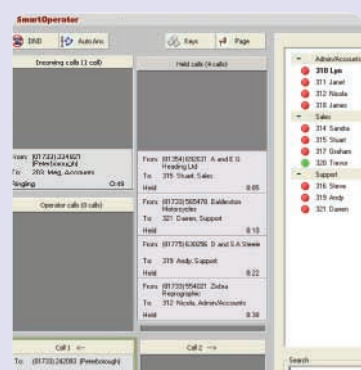
powerful productivity for individuals and teams

SmartOperator client: PC based call handling for receptionists.

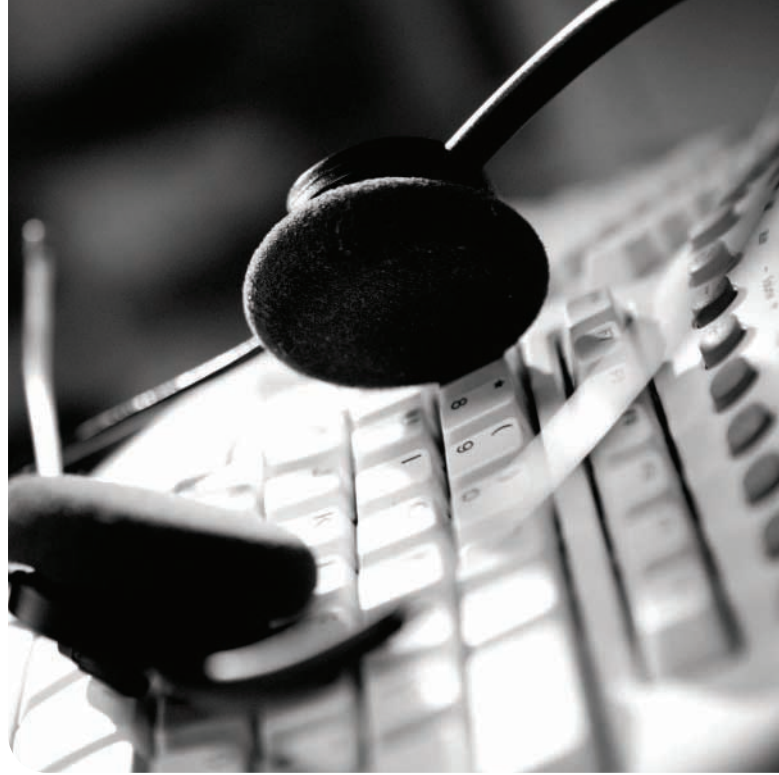
SmartOperator is a CTI operators console and runs on the client PC. It provides a number of powerful operator features such as dialling, call control, text messaging, extension status, recent call history, call waiting, last number redial, and many others.



SmartOperator is a powerful call handling applications for full or part time operators and receptionists



SmartOperator can be used to share call loadings and overflow capacity in order to maximize calls handled per operator. You can identify callers, see which extensions are free, transfer calls and receive and forward messages from your PC.



SmartConnect – Customer Satisfaction every time

smartconnect

powerful productivity for individuals and teams

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.

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

SmartConnects
Preview window gives you early visibility of who is calling

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

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

smart applications

powerful productivity for individuals and teams



SmartApplications Benefits

Companies, whatever their business or size, all have telephone based customer facing staff. SmartApplications offers the ability to improve levels of customer service, reduce cost, increase revenue and improve productivity all at the same time:

Improved Service

A smaller company or team can now be as competitive and equally customer facing as the largest dedicated call centre with the deployment of SmartApplications.

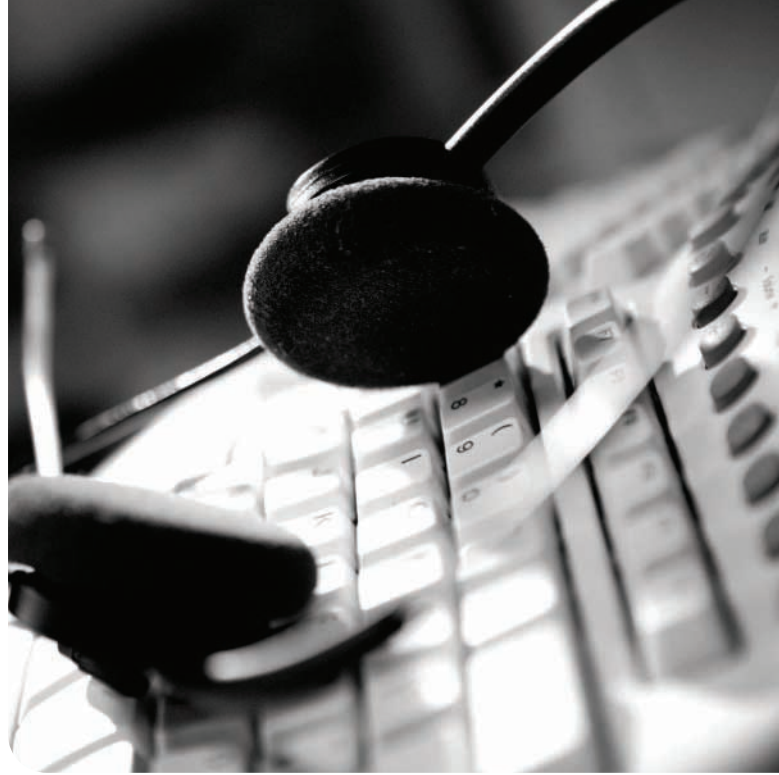
Often companies or departments are overloaded with phone calls which results in customers having to wait and then answer a long list of discovery questions before the real purpose of the call is established. Sometimes callers are transferred around departments before reaching the right person. This type 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 SmartApplications 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.

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. 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.



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

With SmartApplications 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 SmartApplications you can increase revenues in the following ways:

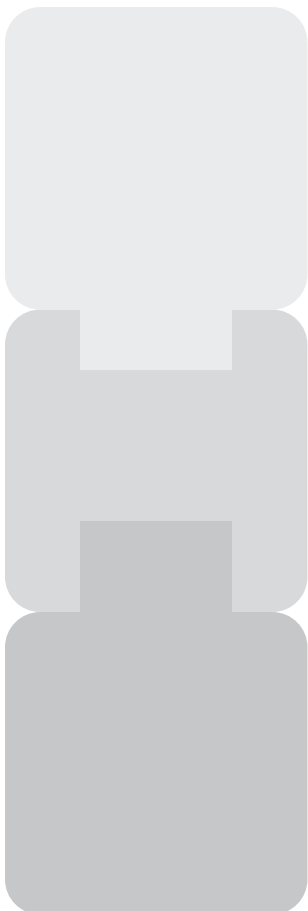
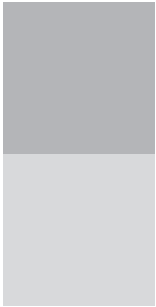
- Call and service more customers and a given time period
- Sell to inbound callers using CLI, DDI input and computer database information

Enhanced Productivity

Today teams manually dial and receiving calls its 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.

With SmartApplications 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 dialing



E&OE

■ **SALES & ADMINISTRATION**

7 ALBANY PARK
CABOT LANE
POOLE BH17 7BX
T 0870 2000 24 7
F 0870 2000 24 8
E sales@oak.co.uk

■ **CUSTOMER SERVICES**

7 ALBANY PARK
CABOT LANE
POOLE BH17 7BX
T 0870 2020 24 7
F 0870 2020 24 8
E support@oak.co.uk

For detailed technical specification, please visit our website at www.oak.co.uk