

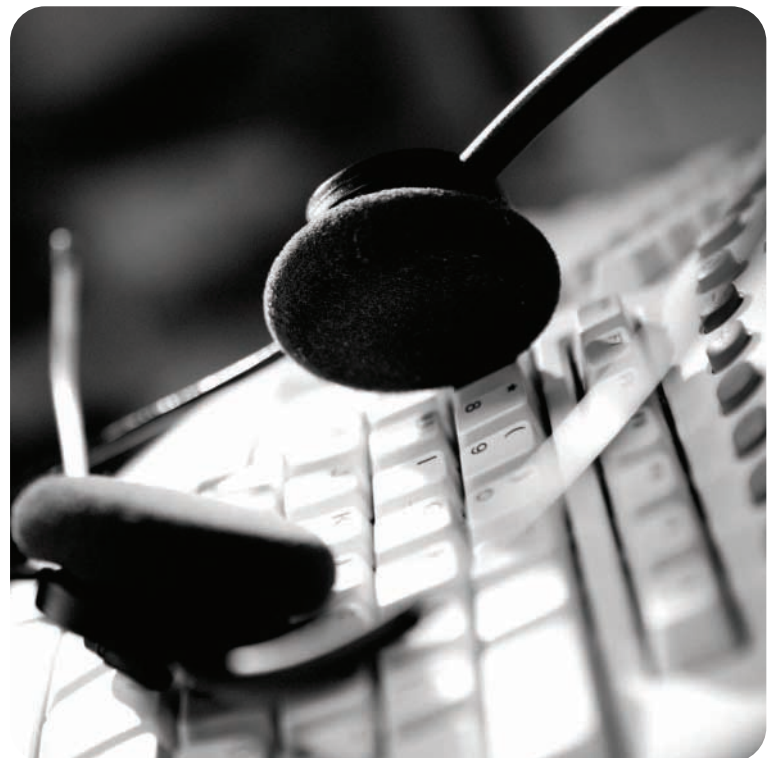
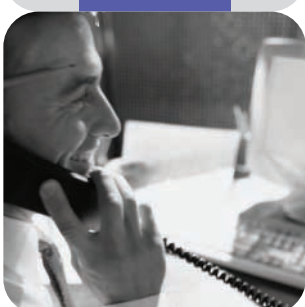
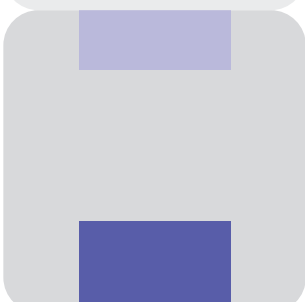
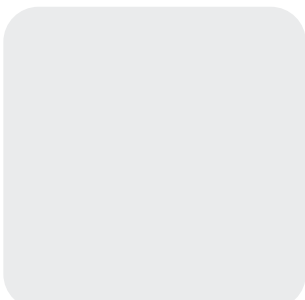
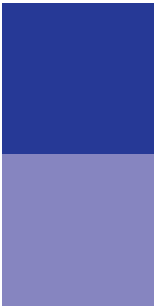


**smart  
applications**  
powerful productivity for individuals and teams



# smartphone

powerful productivity for individuals and teams



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

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## SmartPhone

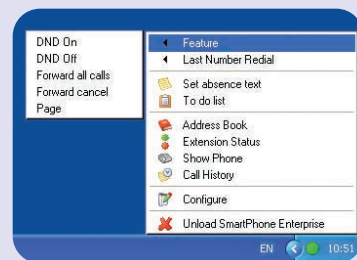
Introducing SmartPhone. A PC Softphone that is a powerful productivity enhancement. With Oaks SmartPhone every employee has their own personalized, easy-to-use softphone for managing their communications and making maximum use of their time on the phone. It has an easy to use address book, call history viewing, extension status and much more – all from an easy access tray menu.

Managing call handling with SmartPhone enables you to streamline how you and your team work, creating faster, more personal service. All this can save seconds on each call and can dramatically reduce company overheads.

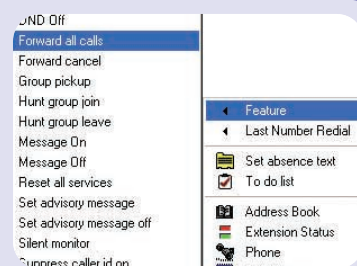
## Powerful Personal Productivity

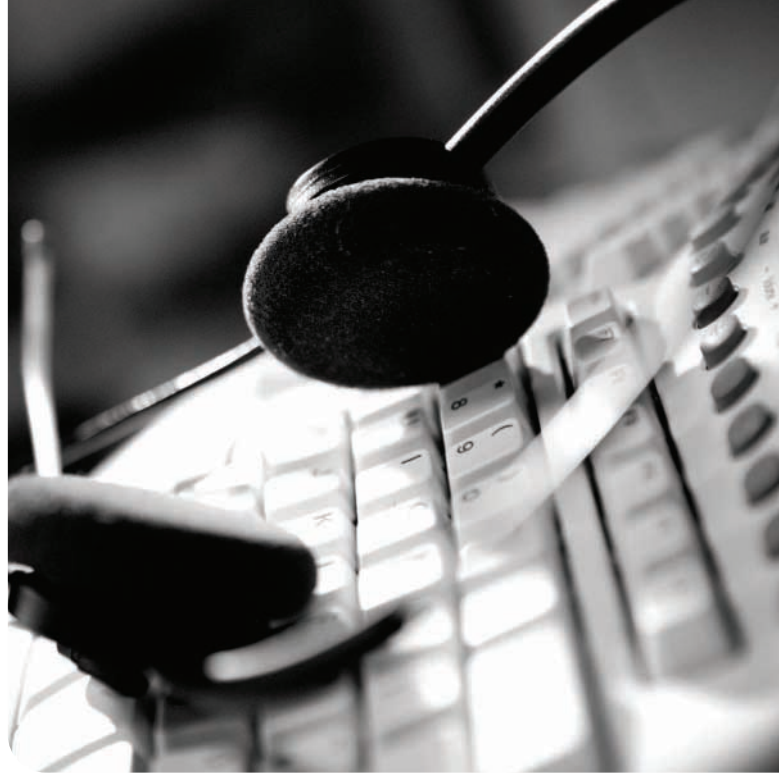
SmartPhone offers all businesses the opportunity to maximize the productivity and efficiency of all their call-facing staff. SmartPhone on your desktop PC means everyone can work more effectively as a team and individually. Its great for all customer facing staff whether taking or making calls. Knowledge workers, sales teams, help desks, support staff, team leaders can all benefit. It's smart technology – that means it's a powerful productivity tool yet simple and intuitive to use.

SmartPhone has been designed to integrate with almost all telephone systems to deliver its productivity benefits to all users



SmartPhone remembers the last 10 numbers you dialed so its easy to make that call



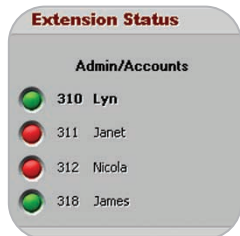


## A suite of easy to use productivity applications.



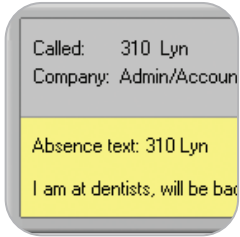
### Text Messaging – Collaborate with your colleagues

- SmartPhone makes it easy and fast to text a colleague with the information they need to handle their customer contacts. Also if your colleague is busy on a call you can set callback with a text message. That way, when they finish the call you are notified by means of a pop-up window with a reminder of what you needed to talk about.



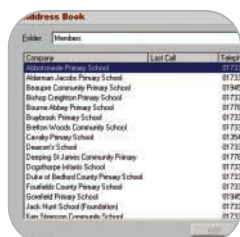
### Extension status – for team workers

- With the Extension Status window, it's easy to find out if your colleagues are on calls or not. A coloured light indicates at glance whether an extension is free, busy, or ringing.



### Absence Alerts – Better Teamwork

- If you are going to be away it's often useful to let people know the reason. SmartPhone makes it easy to describe why you are not available so that your colleagues don't get frustrated with you.



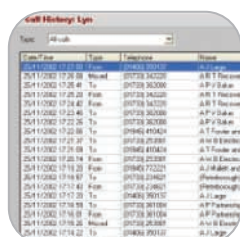
### Address book – to make that contact

- Search for contacts by their name or telephone number and when you have found who you are looking for, simply call them by clicking Dial or view detailed information about them by clicking Show. (note: for real time import of Contact databases SmartConnect is required)



### Customer Alerts – identify the issue

- Potential opportunities and problem calls can be “tagged” for the attention of specific staff. SmartPhone provides a discreet means to do so by ensuring the right staff are alerted when a particular customer calls or you call them.



### Call history – for efficient calling

- Missed a call? – then quickly view a recent call history to see who called you and when. Need quick access to that number you called earlier? With SmartPhone it's just one click away. Filter the recent calls list to view just Internal, External or Missed calls. Call people back at the click of a button. View a caller's details to find out who they are and where they are from. Supervisors may view other users' call histories.



### Call waiting – identify your callers

- SmartPhone can show who is calling, especially when used with SmartConnect. This enables you to take that important call.

Companies, whatever their business or size, all have telephone based customer facing staff.

### Improved Service

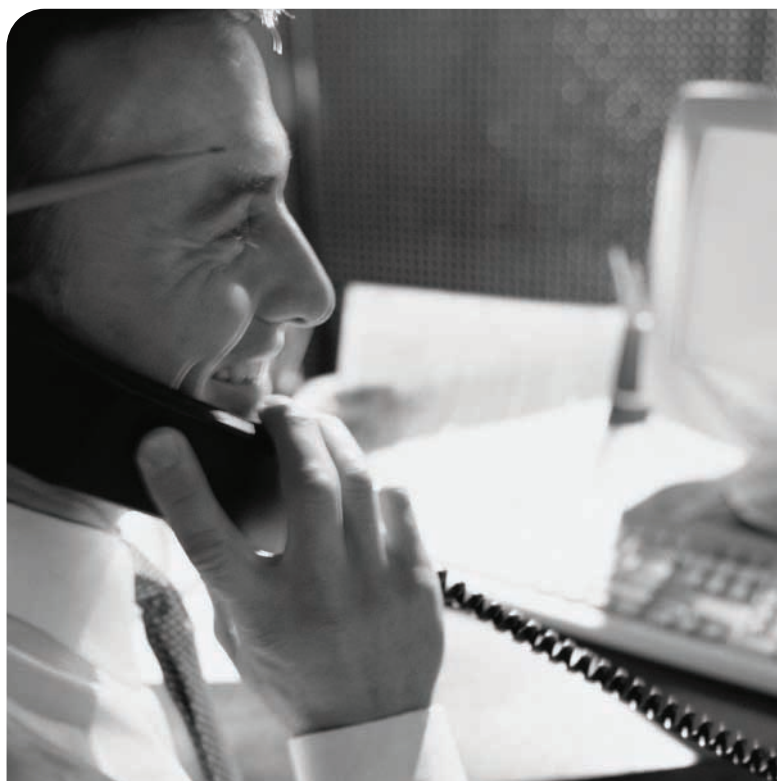
Increasingly, business transactions are taking place in real time over the telephone. For instance, the main method of buying insurance policies has become the phone. Companies, whatever their business or size, all have telephone based customer facing staff. SmartPhone offers the ability to improve levels of customer service, productivity and responsiveness all at the same time. A small company or team can now be as competitive and equally customer facing as the largest dedicated call centre with the deployment of SmartPhone.

### Real Service Improvements

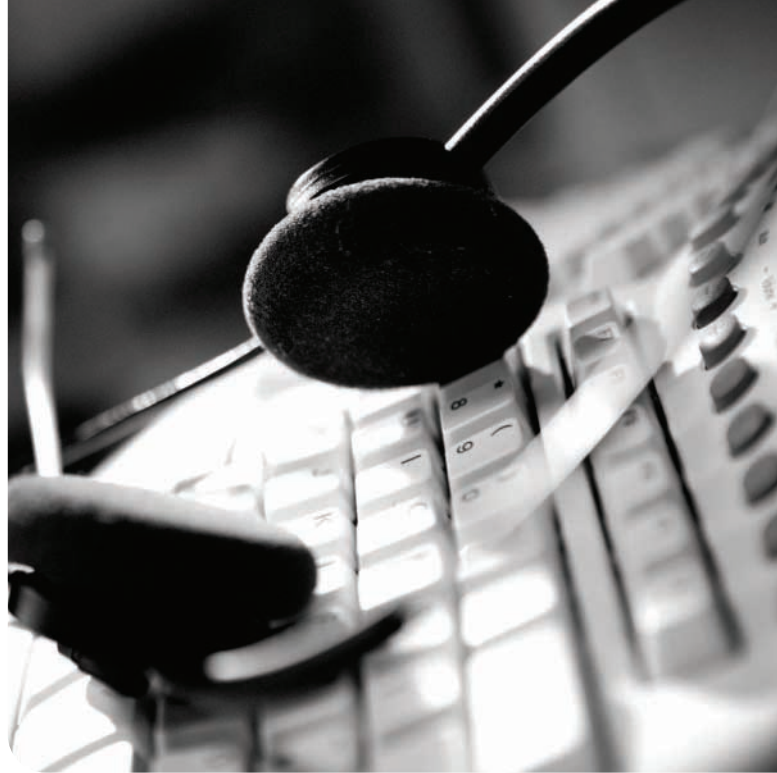
Often companies or departments are overloaded with phone calls which results in customers having to wait and then answer a long list of discovery questions before the real purpose of the call is established. Sometimes callers are transferred around departments before reaching the right person. This type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



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



**With SmartPhone you can increase revenue in the following ways:**

- Call more customers and sell more items in a given time period
- By capturing the telephone number of the incoming calls you can easily callback any abandoned calls
- Redial outbound calls that were unanswered or received a busy signal

### 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 SmartPhone 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.
- Reduce telephone line requirements as talk time is reduced

### Increased Revenue

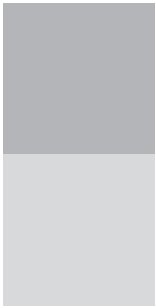
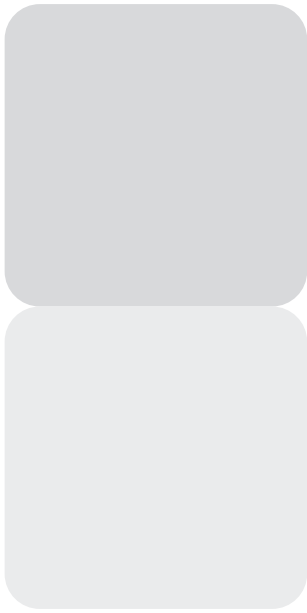
Once the caller's normal requirements have been satisfied your teams can suggest further highly relevant services based on the specific account, creating the perfect cross-selling environment. This is an excellent revenue opportunity, allowing companies to be reactive to the customer needs and proactive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

### PC Based Call Handling for receptionists

Call handling via PC and software rather than a fully featured PBX console is now the favoured solution for a busy reception. You can identify callers, see which extensions are free, transfer calls and receive and forward messages from your PC. For full time operators SmartOperator can also be used for the highest levels of performance

### Database Integration

With the addition of SmartConnect to SmartPhone it is possible to integrate to almost any database/customer application and share this information with each SmartPhone client. New callers can be identified and in many cases the customer record can be "popped" on the screen. Smart Connect technology also makes it possible to dial from many business applications.



■ **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