



●●● SMBs: PRACTICAL GUIDES ●●●●●

TELEPHONE GREETINGS

IMPROVING CUSTOMER SATISFACTION

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BEWARE OF FIRST IMPRESSIONS...
**THEY ARE OFTEN
RIGHT!**

Your company's success very much depends on your ability to put yourself in your customers' position. **Do you like:**

- ▶ **waiting for someone to answer your telephone call?**
- ▶ **waiting to be put through to the right person?**
- ▶ **putting up with a bad-tempered and over-worked switchboard operator?**

The telephone greeting is vitally important. Through it, customers judge your services, your offering and your whole company. There are simple and effective ways of enhancing their satisfaction: **Alcatel greeting solutions.**



The greeting message: Waiting made pleasant

The number of phone calls often varies according to the time of day. There are just a few phone calls: the switchboard operator can deal with them alone. The number of calls increases: another person can help out. At peak hours, bottle-necking is bound to happen.

How can you ensure each call receives an immediate reply whatever the number of calls?

The greeting message

A **pre-recorded message** is played as soon as customers dial your number: the name of your company is announced and they are told somebody will deal with them very soon...

A **message suited to immediate needs** – for example, when the offices are closed, customers are asked to call back the next day or when customers call a specific department, they receive a greeting message: "Hello, you are through to Reservations".

▶▶▶▶▶ BENEFITS...

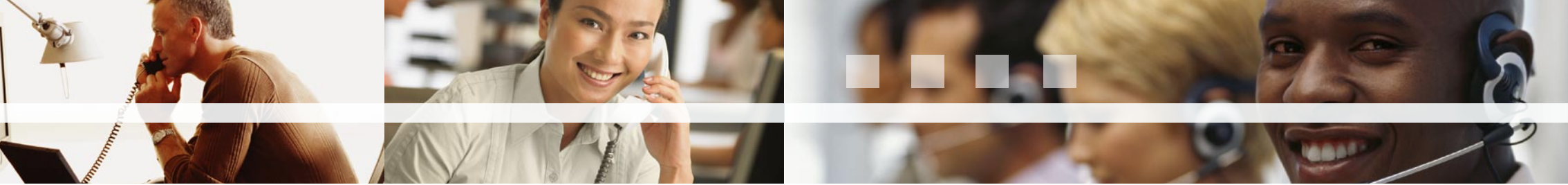
Customers are reassured straightaway, and staff are not so stressed.

EXTRA FEATURES



Personalize your messages

Would you like your message to be of professional quality? You can create your message with your jingle and sales offers, etc. on the Internet site of **b.voice, our partner, (www.b.voice.fr).**



The automated attendant: Round the clock availability

Call patterns are not the same for all the departments in your company. Yet at peak times, all these calls arrive at one single telephone. Therefore, everyone has to wait, even for a quick enquiry. **How can you ensure your customers are put straight through to the right department without having to wait unnecessarily?**

The automated attendant

A pre-recorded message is played as soon as customers dial your number: the name of your company is announced and customers are put through to the department of their choice when they enter a number on their keypad: for example "1" for the after-sales service, "2" for accounts, etc.

A complete solution, whereby the attendant can also put callers through to an information server (opening times, sales offers, etc.) and record customers' messages.

▶▶▶▶▶ BENEFITS...

Use your teams for value-added tasks by automating tasks that can be automated while at the same time providing a high quality greeting service.

EXTRA FEATURES



Voice mail and personal assistant

Maybe the person the customer is phoning is unavailable. The voice mail will take their message: no more lost calls! If the phone is equipped with a personal assistant, the customer can either leave a message, contact their assistant or be put through to their mobile.

The greeting center: Managing peak activity

In the course of the same day or at certain times of the month or year, your company has to manage high fluctuations in call levels. **How can you handle them rationally and optimize the use of your staff?**

The greeting center

A flexible tool

- There are just a few phone calls? Each call connects to the person being called.
- The demand is greater? First of all, calls are distributed to one group of people and then if necessary to a second group.

An intelligent tool: it directs calls to the most competent people, greets your VIP customers faster, and can share the calls out so everyone has the same workload.

A considerate tool: it estimates the waiting time and informs each customer on hold.

▶▶▶▶▶ BENEFITS...

A flexible and open-ended solution: ready to adapt when you are.

EXTRA FEATURES

Call waiting display

Some tools enable you to display calls in real time. This is very useful for varying the number of telephone attendants to ensure a constant level of service or adapting the response-to-customer times according to the number of other customers waiting.



Azur Vacances is a travel agency. There are 6 operators in the low season and this increases to 10 as summer approaches.

It is equipped with a greeting center programmed to distribute calls out evenly between the operators. When the number of calls increases, they are distributed according to availability of agents. The greeting center recognizes the telephone numbers of holders of Azur Gold Cards: they are given absolute priority. When all the operators are busy, callers are informed of the estimated waiting time and asked to call back later.

At the Cabinet Médical du Parc, a medical office, there are eight practitioners – two general practitioners, two specialists, one physiotherapist and three nurses.

The office is equipped with an automated attendant. A message greets the patients and asks them to enter the number corresponding to the person they want to contact. 1 connects to the two general practitioners' secretary, 2 connects to the two specialists' secretary, 3 connects to the physiotherapist and nurses' secretary and 4 connects to the telephone operator. The four doctors also have a Personal Assistant. In an emergency, calls are automatically forwarded to their mobile phones.

EXAMPLES OF ALCATEL SOLUTIONS...

Sonia is a telephone operator at Immo Center, a real estate agency with five agents and one director. She puts new customers through to available agents and calls for specific people through to the appropriate person.

At peak times, the greeting message reassures customers by announcing that they are calling Immo Center. Music is played while they wait and until Sonia can deal with them. As each telephone is equipped with a waiting message, a call is never lost even if the agent is away from their desk. If this is the case, a recorded message indicates when the agent will be back.

Solutions based on Alcatel OmniPCX Office

TYPE	BENEFITS	CHARACTERISTICS
Greeting message	<ul style="list-style-type: none"> ▶ Good quality greeting whatever the traffic ▶ Pleasant waiting time and impression of being dealt with immediately 	<ul style="list-style-type: none"> ▶ 4 customizable messages included in basic package ▶ Voice mail: 2 ports and 1 hour in basic package and options of up to 8 ports and 200 hours
Automated attendant	<ul style="list-style-type: none"> ▶ Professional quality greeting around the clock and rationalization of call management ▶ Shorter waiting time and impression of very efficient service 	<ul style="list-style-type: none"> ▶ Automated attendant software: 2 levels with 10 choices per level, 50 voice mailboxes for information. ▶ Personal Assistant included in basic package
Greeting center	<ul style="list-style-type: none"> ▶ Good quality greeting even when demand is very high ▶ Improved customer satisfaction and productivity 	<ul style="list-style-type: none"> ▶ Alcatel OmniTouch Office Easy Contact software.

