NØRTEL NETWORKS™

How the world shares ideas.

Your goal is unsurpassed customer service. You want customer calls handled quickly and efficiently. You want to reduce abandoned calls, offer recorded announcements, advertise your products and services to callers, reduce 800/888 costs, and increase sales. You want a powerful, easy-to-use Automatic Call Distribution (ACD) system— but at a price you can live with.

answers each incoming call immediately. Then it automatically routes the caller to the next available agent or designated employee. If all agents are busy helping other customers, Flash ACD holds the call in queue, where customers hear digital voice announcements promoting your products and services. As soon as an agent or employee is available, Flash ACD instantly forwards the call.

Norstar Flash ACD

Easy, affordable call distribution for small business.

Now you can do it all with the new Norstar Flash ACD, the call center solution for small business that will give big-business competitors a run for their money.

Easy, Effective Call Routing

Fully integrated with your Norstar system, Flash ACD can help you create a small, formal or informal order desk, reservations office, customer service department, or technical support center.

With Flash ACD, you can handle more customer calls with fewer staff. And you'll deliver rapid, efficient, customer-pleasing service. Flash ACD recognizes and

Has its own mailbox—and fully integrates with Flash Voice Mail

If your callers prefer, Flash ACD will forward their call to a general voice mailbox, where they can leave a message. This general voice mailbox is available separate from Flash Voice Mail. But since Flash ACD and Flash Voice Mail share the same platform, you can have both at a minimal investment.

With both Flash ACD and Flash Voice Mail, you can:

- Share voice channels between the two applications, allowing more efficient use of the system, and
- Transfer calls from the ACD to either the group delivery mailbox or to any of the 48 individual mailboxes in the Flash Voice Mail system.

Easy to Use and Program

Flash ACD can be easily programmed from the password-protected Norstar station set with a 2-line display. Both programming and using the system is intuitive—the Norstar display walks users through each feature, essentially "teaching" the agent or employee how to use the system.

For example, if the user presses the "Cancel Wrap" key before logging in, the display will tell the user to log in first. It will also show system information such as which group the call is for and the number of calls waiting in queue. And indicator keys communicate call information. For example, when the indicator key next to the "Login" key begins to flash, the agent or employee knows that calls are in queue. As more calls join the queue, the indicator flashes faster.

With Flash ACD's simple, intuitive approach and helpful display messages, your agents or employees will learn the system quickly and easily, requiring little or no training.

Boosts Productivity, Morale, and Customer Service

Flash ACD sends call center performance statistics to wallboards, but your agents or employees don't have to see their success on a wallboard. They'll hear it in their customers' voices. With all calls answered

and routed automatically, fewer calls on hold, and prompt service, you'll stand out dramatically from your competition. And studies* show that agent productivity increases from 20 to 40 percent—along with morale.

With Flash ACD, you can field up to 10 active agents and 2 agent groups with as many as 15 assigned lines. Agents or employees can log in from any Norstar station set—yet the set isn't dedicated to ACD when the agent logs in. It's still fully functional for any purpose.

You can choose to route calls to the agent or employee who's been idle the longest or to the one most qualified to answer the call. And Flash ACD lets you record and deliver as many as 10 built-in recorded announcements to callers—up to four of them simultaneously. And it gives you basic call statistics that can help determine the best configuration for your system.

Flash ACD helps you cut operating costs by letting you do more with your present staff. It lets you deliver additional services, minimize hold times, and reduce incoming long distance charges. With Flash ACD, you can turn marginal accounts into major customers, upsell your present account base, and capture customers in a "ready to buy" mood.

Let us show you the meaning of customer service. For a closer look at what Norstar Flash ACD can do for you, contact your local authorized Nortel distributor or call 1-800-4 NORTEL. And visit our website at www.nortelnetworks.com/norstar.

Telecommunications industry studies show an average decrease in 800/888 costs of 10%, an average decrease in abandoned call rate of 15%, and an increase in agent productivity of 20% to 40% after installation of a high-quality ACD product. These are average numbers; individual company results may vary depending on current call answering practices.

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