

# APPTIX VOICE CALL CENTER

Your call center is the heartbeat of your business and is a vital contact point for your customers. Ensuring that inbound calls are quickly and accurately routed to the right place is essential to doing business. Historically, establishing and managing a call center has required a significant investment in human resources, hardware and software - a challenge for most Small and Medium-sized Businesses (SMBs). Apptix Voice Call Center puts an affordable enterprise-class solution at your command.

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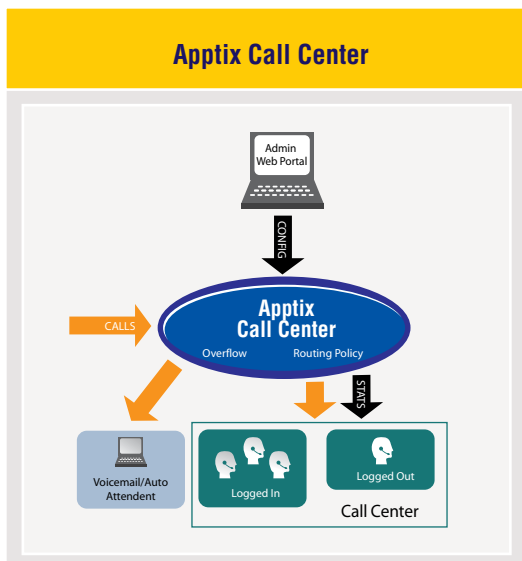
Apptix Voice Call Center provides SMBs with a comprehensive, feature-rich call center – with no start-up capital expense, ongoing maintenance fees, or specialized training/ expertise required. Now you can have visibility into your agents' activity and performance whether you're managing an on-site team or a virtual call center. With Apptix Call Center, you can:

- ❖ **Create Virtual Call Centers** - Establish call center capabilities anywhere in the world to support remote staff and highly mobile workers. All your team requires are PCs and a broadband connection – there's no longer a need for additional hardware or traditional phone lines.
- ❖ **Improve Customer Service** - Ensure all incoming calls are routed and serviced efficiently during peak time or after-hours for maximum customer satisfaction.
- ❖ **Manage Calls Effectively** - Choose from a range of call center distribution policies, including skills-based call distribution.

Delivered as an on-demand service, Apptix Voice Call Center provides you with what you need to set up your call center right away. Furthermore, this on-demand service is fully integrated with the Apptix Voice platform and provides simplified management of your call center services.

## APPTIX CALL CENTER FEATURES

- ❖ **Voice Mail** – If there are no agents to handle an incoming call or the call goes unanswered for a pre-determined amount of time, the call can be forwarded to a call center voice mailbox.
- ❖ **Night Service** – Calls received after-hours or on non-business days can be directed to a service menu of options allowing a caller to leave a voice message or transfer to an emergency number.
- ❖ **Multiple Call Distribution Policies** – Incoming calls are handled according to the selected policy, which includes uniform call distribution, linear hunt group, circular hunt group, no-answer and simultaneous ringing.
- ❖ **Call Queuing** – When all call center agents are busy, incoming calls can be queued until they can be presented to an available agent. Calls in queue are provided with an initial greeting, a periodic greeting, and audio on hold. All greetings and audio are configurable for each call center.
- ❖ **Queue Escape** – Callers who are queued can press a key to be sent directly to the call center voice mailbox instead of waiting for an available agent.
- ❖ **Overflow** – When a call center cannot accept any more calls, incoming calls can be forwarded to an overflow phone number.
- ❖ **Reporting** – Statistics are generated for each call center and each agent on a configurable period. The statistics are periodically reported to a configurable email address in CSV format and are viewable by the group administrator through our easy-to-use Web portal.

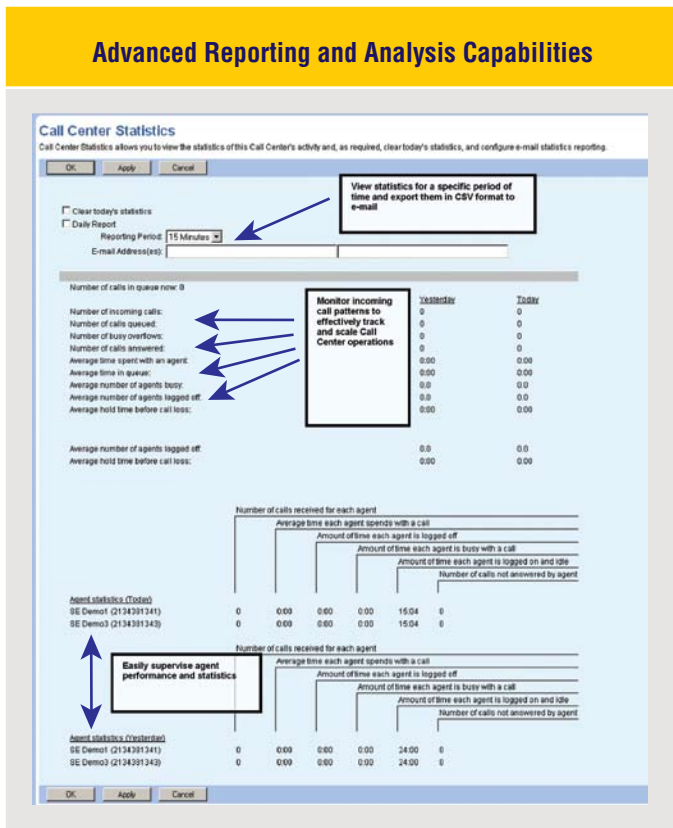


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- ❖ **Service Integration** – Any Apptix Voice personal service can be assigned to the call center phone number to customize the call center group. This includes services such as call forwarding, call notification, call screening and voice messaging.
- ❖ **Queue Flushing** – When all agents in the call center group log out, queued calls are automatically sent to the call center group voice mailbox.
- ❖ **Agent Login/Logoff** – Agents can log in and log out from the group so that calls are only presented to agents that are on duty.
- ❖ **Screen Pops** – Incoming calls pop up on a Web screen and provide information associated with the incoming call. A group-specific URL is accessed for each call.

## THE APPTIX ADVANTAGE

Whether you are managing a multi-location call center or an on-site team of agents, Apptix Call Center enables effective call routing, handling and reporting options critical for today's service-oriented businesses.



Focus your resources on your core business and rely upon Apptix for your business communications needs. For more information about how Apptix can address your call center needs, contact us at [GetVoice@apptix.com](mailto:GetVoice@apptix.com) or 866-433-8787.

### About Apptix

Apptix (OSE:APP), is a premiere provider of on-demand business communications solutions to small and medium-sized businesses (SMBs). Apptix's on-demand solutions provide unified email, voice and collaboration solutions to over 150,000 subscribers across more than 14,000 organizations worldwide. These solutions, including Hosted Microsoft Exchange, Hosted Microsoft SharePoint, Hosted IP-PBX, Mobile Messaging, and Archiving and Compliance, provide SMB's with a reliable, secure and cost effective alternative to purchasing and managing software applications in-house. IBM, Hewlett Packard, Bell Canada, Savvis and others have selected Apptix to provide on-demand services to their customers. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services.

Apptix's brands include [www.ASP-One.com](http://www.ASP-One.com), [www.MailStreet.com](http://www.MailStreet.com), and [www.Mi8.com](http://www.Mi8.com), which provide Exchange Hosting and essential add-on services, as well as [www.SharePointSite.com](http://www.SharePointSite.com), which provides Hosted SharePoint and related services. The company is headquartered in Herndon, Virginia, with additional locations across the United States, Europe and Asia. For more information, visit [www.apptix.com](http://www.apptix.com).