

This Guide is designed to help you sell TalkSwitch better. It includes a listing of the most compelling TalkSwitch features, a short definition of what the features do and, most importantly, what the features mean in practical terms for your customers. Use it whenever you want to give real-world examples of how TalkSwitch systems can improve business communications for your small business customers.

CORE FEATURES

Voicemail

Function

- Complete built-in voice messaging system.

Benefit/Selling Point

- No need for phone company voice message service.
- Never miss a call when you're not available; callers can leave messages that can be checked from any phone, anywhere.
- Messages can be backed up on a small memory card.

Remote Extensions

Function

- Integrates any offsite or mobile telephone number as an extension of the system.

Benefit/Selling Point

- Staff can seamlessly receive their calls and stay connected when on the road or offsite.
- One number dialing; callers can reach mobile workers or teleworkers by calling the main number. Enables many functions (transfer, conference, etc.) from remote phones.
- Any phone number (cell phone, home number, pager, or another business you call frequently) can act as a true extension off the system.

Customer Installable

Function

- Simple, standard wiring requirements and Windows® setup software for trouble free do-it-yourself installation and administration.

Benefit/Selling Point

- Save time and money by performing setup and changes without expensive technician visits or dedicated support staff.
- No experience necessary to configure or make moves and changes.

VoIP Enabled**Function**

- Ability to place phone calls over the Internet.

Benefit/Selling Point

- Eliminate telephone company long distance charges for branch-to-branch calls.
- Use Talkswitch with a service provider VoIP contract for inexpensive long distance to anyone anywhere.
- Avoid tying up phone lines.

Analog Phones**Function**

- Ability to use almost any standard telephones and fax machines with TalkSwitch.

Benefit/Selling Point

- Save money by not having to purchase expensive proprietary equipment.
- “If it works in your house, it works with our system”.

Remote Management & Configuration**Function**

- Make changes to your system from anywhere.

Benefit/Selling Point

- No need to be onsite to make changes to your system. Any change you can do in the office can be done just as easily from a remote location.

Auto Attendant**Function**

- A recorded message that greets callers and routes incoming calls to the appropriate extension or ring group.

Benefit/Selling Point

- Don't need dedicated staff to answer routine questions (hours of operation, location and directions, fax number etc.).
- Direct customers to the correct people in your company without utilizing administrative staff.
- Can make even the smallest of companies sound much larger and more professional.

Music On Hold**Function**

- Callers listen to music/advertisements when being transferred or while on hold.

Benefit/Selling Point

- Callers do not hear “dead air” or endless ringing.
- Can use that time to advertise additional benefits of your business.

Intercom**Function**

- Inter-office phone to phone calling.

Benefit/Selling Point

- Ability to communicate with co-workers through the phone system.
- Does not tie-up external phone lines.

Public Announce (PA System)**Function**

- Make an announcement through speakers that can be attached to the TalkSwitch system.

Benefit/Selling Point

- Paging can be done from any phone connected to the system.

Fax Detection**Function**

- Automatically routes incoming faxes to the fax machine connected to the TalkSwitch.

Benefit/Selling Point

- No need to pay extra for a dedicated fax line.
- Your fax line doubles as an additional phone line when not in use.

Mode Scheduling**Function**

- Handle incoming calls differently based on time-of-day and day-of-week settings.

Benefit/Selling Point

- Incoming calls are answered differently depending on when the call comes in. Example weekend, night and holiday callers can be informed of your regular business hours.

CALL HANDLING**Dial-By-Name Directory****Function**

- An automated directory that allows a caller to search by last name and find the extension of the person they wish to speak to.

Benefit/Selling Point

- Allows callers to locate the extension of the person they wish to speak to without requiring assistance.

Remote Voicemail Access**Function**

- Password-protected access to voicemails on any extension or general voice mailboxes.

Benefit/Selling Point

- Check your voicemail at any time, from any phone, anywhere.

Call Forward**Function**

- Send calls out to a different location when you're away from the office.

Benefit/Selling Point

- Have calls routed to a different number where you can be reached.
- Eliminates need for costly phone company service.
- Call Forwarding can be done manually or automatically, and can be sent to any local or remote extension, to a ring group or voice mailbox.

Call Queue**Function**

- Calls can be put into a first-in, first-out priority queue.

Benefit/Selling Point

- Get high-end call centre type features at no additional cost.
- Allow employees to manage multiple inbound calls.
- Provide choices for customers and prospects (i.e. remain in the queue, or leave a voicemail message).

Call Cascade**Function**

- Program your TalkSwitch to route calls based on a set pattern.

Benefit/Selling Point

- Ensure each incoming call is answered.
- If you are away from your desk, calls can be set to ring other extensions in the office, your cell phone, or any other remote extension before being sent to voicemail. Calls will follow the sequence defined by you.

Ring Groups**Function**

- Have a number of phones/extensions ring at the same time.

Benefit/Selling Point

- Allows any available representative in a certain department to answer a call. All phones in a group will ring and the first person to answer, takes the call.
- Ideal for Sales Group, Technical Support Group etc.

Conference Call**Function**

- Connect up to 3 parties on one call.

Benefit/Selling Point

- No need for costly phone company service.
- Parties on the call can be internal or external.

Call Bridge/Call back**Function**

- TalkSwitch gives you access to your office-based long distance savings plan from anywhere around the world.

Benefit/Selling Point

- Long distance plan from the main office travels with you to remote locations.
- No roaming, hotel or other charges.
- Dial in to your office phone system, hang up and the system will call you back. Enter an access code, and you get dial tone. That way any long distance charges you incur will reside on your office system, not on your hotel or cell phone bill.

Call Screen**Function**

- Know who is calling before you answer.

Benefit/Selling Point

- Flexibility to screen incoming calls before speaking with the caller. If you decide that it is more convenient to speak with the caller later, they will be transferred into your voicemail.

Call Park**Function**

- Place a caller temporarily on hold to be retrieved anywhere, from any phone in the office.

Benefit/Selling Point

- Similar to paging. In this case you can tell someone that there is a call on hold for them in a reserved slot. To retrieve the call, the person simply dials the number of that reserved slot to be connected.
- Call can be retrieved from any phone in the office.

Distinctive Ring**Function**

- 6 different ring types are available to help identify call types.

Benefit/Selling Point

- Ability to distinguish between types of calls coming to a phone by the different ring tones.

About TalkSwitch

TalkSwitch® is dedicated to providing small and multi-location businesses with innovative telecommunications solutions. Since 1990, TalkSwitch has delivered rich features, high functionality and unbeatable value. Ideal for businesses with up to 32 telephone users per office, TalkSwitch systems provide users with options to connect to both the traditional telephone network (PSTN) and Voice over IP (VoIP) networks. TalkSwitch is headquartered in Ottawa, Canada. For more information call (888) 332-9322 or visit our website at www.talkswitch.com

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