

TELECOMMUNICATION PRODUCTS THAT CAN SAVE MY COMPANY MONEY

There are products in the marketplace today combining features that will satisfy telecommunication needs, as well as saving time and money. These products have the capability of satisfying three areas (call them the “3-R’s”) necessary to a call center – reach customers, reduce costs and raise revenue.

Two products, in particular, have 3-in-1 features. One is a voice messaging system. Like an invisible assistant, voice mail will eliminate missed calls and lost business. It puts an end to employees having to answer the phone and deliver messages. And your customers will stop complaining about your business communications system.

A voice mail system is actually 3 assistants in 1. It acts as an auto attendant, working completely on its own. It works as an auto operator, routing and rerouting calls. And it serves as an auto messenger, recording and sending voice mail messages.

The other product that blends 3-in-1 features is Fidelity’s own MessageStar. This product is a call sequencer that answers your phone calls when your telephone personnel are busy and keeps the caller in a pleasant hold environment until their call is handled. While on hold, the caller is reminded that you will be with them shortly, and a user-recorded message can be played advertising your goods and services. Also, the MessageStar is equipped with an input jack for music-on-hold so that music or information can be played to callers in intervals between repeated messages. Both the voice message tape and the MessageStar Music-on-Hold recorder are digital, which means they can be stored and played without interruption.