



# Elateral take control of their messages with Ascom

Elateral, an e-solution provider for marketing, has recently experienced a rapid expansion of its business. Their existing telephone system was found to be incapable of handling the increase in the number of calls and did not offer the extra services Elateral found it needed to ensure the efficient and smooth running of the company.

Elateral approached several telephone system resellers to supply an appropriate solution that would also be flexible enough to support future growth and the subsequent technological requirements of the company.



Unified Messaging from Ascom.

Danial Taylor, Network Manager at Elateral says, "We set out to find a telephone system that would improve customer satisfaction and increase company efficiency. How we handle our internal and external calls is vital – a potential customer can be lost within seconds if their call is not handled quickly and appropriately. Improving the telephone system for our staff was a priority to ensure we maintain our excellent level of service."

Elateral awarded Actimax the contract as it offered the most suitable and flexible system. Proposing the Ascotel ISDN telephone system from Ascom, Actimax plc could provide an open platform infrastructure with proven reliability that would grow with Elateral's business, and could be upgraded easily with new applications as and when needed. A fully accredited Ascom Solution Provider, Actimax also provided full project management, installation and ongoing support services. Keen to support their own system locally Elateral installed AIMS (Ascotel Information Management Software), this management tool enables Elateral to set up and tailor every system setting to their exact requirements with the confidence that Actimax can provide them with full remote system and diagnostic support if required.

The Ascotel system at Elateral has initially been configured with a single Primary Rate ISDN connection for 20 channels and 72 extensions. Expectations are that the company will grow considerably over the next few years, therefore flexibility and growth of their system is paramount. As a global organisation, Elateral has also installed the Ascotel system in its offices in Germany and predicts further installations as Elateral expands overseas.

## Unified Messaging Service – Improving usability for Staff

Unified Messaging has been integrated with Elateral's Lotus Notes system, allowing each member of staff to access all their emails, faxes and voice mails, through the one in-box. This means staff can listen to messages, read faxes and emails quickly and easily, even when away from the office, improving staff productivity and significantly reducing frustration with having to pick up messages from different sources.

Danial Taylor says, "The Unified Messaging is a very important feature as it enables our staff to have better access to their messages, which ensures a more





consistent level of communication with customers and between employees.”

#### **Getting to the Right Person with Direct Dialling Inwards (DDI)**

With a greater number of staff both colleagues and customers were finding it harder to get in contact with the right person, wasting valuable time and money. With DDI each member of staff has their own telephone number, allowing for customers and colleagues to call the person or department they need directly or leave a message on their personal voice mail. Each member of staff can dial into their own mailbox and pick up messages, or the Ascotel voicemail system can automatically call them when a message has been left – this has proven particularly useful for field based staff.

#### **Missed Call Identification – Ensuring no Call is ever Lost**

Missed Call Identification helps Elateral to maintain the highest levels of customer satisfaction. The Ascotel system records all missed incoming telephone numbers, which can be viewed at a later time, ensuring all callers can be contacted whether they left a message or not.

#### **Open System Architecture Provides a Flexible System**

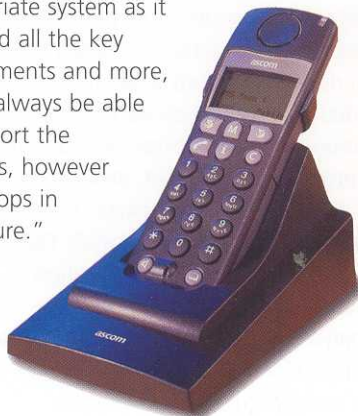
One of Elateral's prime objectives was to have a system that was adaptable and could grow with its business. Ascotel's open system architecture and Computer Telephony Integration (CTI), is based on Microsoft's standard TAPI-2.1 protocol and so can support a number of popular applications including Lotus Notes and Outlook. This means the system, which is linked to Elateral's local area network, can bring up immediately on the computer screen all information about the caller, from the Lotus Note's database. Also, the Power Dialler option

allows for more efficient calling – at the touch of a button it will automatically dial a number directly from Elateral's central database, thereby improving productivity and services to their customers.

Danial Taylor says, "I am delighted with the Ascom Ascotel system. It has provided us with an easy to use and manageable telephone system, with all the facilities that we require to conduct our internal and external communications as effectively as possible. The improved system allows us to maintain contact with our customers and staff at all times. The AIMS management software is excellent as we are able to modify our configuration as and when we need with ease.

The installation of the system by Actimax plc went very smoothly and we have been impressed with the level of service we received. It is also encouraging to know that there is full ongoing support available – not that we have needed it!"

John Massey, Managing Director of Actimax says, "We install the Ascotel system regularly as it is such a reliable and flexible product with a great number of very useful features. From Elateral's brief it was apparent that the Ascotel system with integrated Unified Messaging would be the most appropriate system as it provided all the key requirements and more, so will always be able to support the business, however it develops in the future."



### **A summary of the benefits**

- Unified Messaging Service allows each member of staff to access all their emails, faxes and voice mails, through Lotus Notes quickly and easily, even when away from the office.
- DDI allows each member of staff to have their own direct telephone number and personal voice mail, so customers and colleagues can always get in touch with the right person.
- Missed Call Identification records all missed calls and can be viewed at a later time, so no customer is lost or inadvertently ignored.
- AIMS software allows the system to be easily reconfigured so it can be adapted as Elateral grows and its needs change.
- Open System Architecture means the system will support a number of popular applications including Lotus Notes, enabling staff to see information about each caller as soon as they call, improving efficiency and customer satisfaction.