

System 25 Integrated Solution II helps manage time and expenses

AT&T's new System 25 Integrated Solution II is a comprehensive productivity package that helps System 25 Release 3 PBX users manage time and expenses by combining voice messaging, call accounting, and system administration in a single UNIX® System V processor.

The Integrated Solution II merges the power of System 25 with a Master Controller II, a multitasking UNIX processor, which lets users run all these AT&T applications simultaneously. Even those with little technical knowledge use the tremendous power of this unified system almost instantly.

"With Integrated Solution II, AT&T brings a cost-effective, easy-to-use package to System 25 users that could literally change the way they conduct business," says Chuck Levine, product management/marketing vice president for AT&T's small business equipment unit.

AT&T's System 25 Integrated Solution II is unique—it is not available from other vendors. On other systems, users can only take advantage of voice messaging, call accounting, and system administration by using separate adjuncts.

AUDIX Voice Power

AUDIX Voice Power (AVP) is a multifunction voice messaging system integrated with System 25. It can improve client service by lowering the number of lost calls, allowing callers to leave messages instead of playing "telephone tag," and answering automatically, even when the attendant is busy.

The master controller can be ordered with a streaming tape drive that allows easy backup and restore of all UNIX and voice messaging files. AT&T strongly recommends that the tape drive option be used for every AVP installation.

AVP's full integration with System 25 makes it more convenient and user friendly than most other systems. AVP provides users with keypad access to the capabilities of a personal answering machine, messenger, and receptionist through five automated services:

- **Voice Mail Service** lets subscribers stay in close contact with the office. They can send messages to up to 150 extensions, retrieve messages from any touch-tone phone, and transfer to another extension without redialing when calling in from outside. They even can send "call me" messages to other internal parties by simply pressing a programmed button or using the Leave Word Calling code.

- **Call Coverage Service** keeps subscribers from missing important calls when they're out of the office or busy on other calls. It answers calls, takes messages, and activates the message waiting lamp on a subscriber's telephone.
- **Automated Attendant Service** makes call handling more efficient. If the attendant is frequently overloaded by the number of incoming calls, this service can tell callers how to dial the person or department they want to reach.
- **Message Drop Service** lets subscribers collect information from customers or employees (e.g., product opinion survey, sales order entry, etc.).
- **Announcement Service** lets users provide prerecorded information to customers or employees (e.g., stock quotes, flight schedules, school closings, etc.).

Call Accounting Software

Call Accounting Software (CAS) helps manage telecommunications expenses by producing cost allocation reports for different departments. The system automatically gathers detailed records of all System 25 activity and produces up to 20 reports. These reports offer a variety of useful business applications as follows:

- **Misuse and Abuse Control:** A business can learn if its long distance facilities are being used incorrectly. Monitoring calling patterns also helps limit personal calls.
- **Client Billback:** A business can identify telephone costs and billable time by extension, department, and account code to bill clients for calls made on their behalf.
- **Cost Allocation:** A business can track company-wide phone usage to the right department or division to determine profit or loss.
- **Employee Management and Evaluation:** A business can measure telemarketing agent performance by knowing the number of calls agents make and the time they spend on each call.
- **Network Optimization:** A business can lower its long distance costs by using CAS to streamline its telephone facilities for optimal network cost effectiveness.
- **System Diagnostics:** A business can control costs by knowing if its lines and equipment are operating properly.

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AUDIX Voice Power Lodging provides valuable communications service

AT&T has an economical solution for hotels and motels which want to offer guests advanced telephone messaging services.

The new offering—AUDIX Voice Power Lodging—lets hotels offer each guest a private voice mailbox at check-in. Guests can receive complete and accurate voice messages when direct communication is impossible.

"In today's competitive hotel marketplace, first-class guest services are crucial to attracting and keeping customers," says John Leikness, voice messaging product manager for AT&T Business Communications Systems.

"With AUDIX Voice Power Lodging, our hospitality clients can provide guests with a valuable communications service while reducing their own operating costs."

Complete, Accurate, and Confidential Messaging

The custom software package works with the AT&T 6386 WGS (WorkGroup System) and offers voice messaging capability for up to 1,500 rooms. It gives guests complete, accurate, and confidential messaging services while freeing hotel staff from the time-consuming responsibility of taking and relaying hundreds of phone messages.

The system can be fully integrated into a hotel's System 75 or DEFINITY® Communications System Generic 1 or into the Premises Management System (PMS), the computerized system used to keep track of information such as which rooms are occupied, reservations, etc. The lodging system can be used without co-residency with a PMS, or it can simultaneously serve as the hotel's voice mail system. (See related article on page 17.)

Operation

Hotels assign each guest a personal voice mailbox. Guests simply call into the voice mail system and retrieve messages by pressing the touch-tone buttons in response to simple voice prompts.

Guests who accidentally delete a message can ask the hotel operator to retrieve a back-up copy. Also, a system administered option lets a guest save a message. The message waiting lamp on the guest telephone indicates new messages.

An individual calling a guest is connected to the voice mail system automatically if the guest does not answer the phone. Callers also can talk with a hotel operator to leave a text message if they prefer. And, since callers leave their own messages, it eliminates any problems or confusion for guests who communicate in a foreign language.

When the guest checks out, the primary mailbox is deactivated, and remaining messages are sent to an alternate mailbox. The guest has 24 hours to retrieve remaining messages before they are purged automatically.

In addition, hotels can use the system's broadcast capabilities for easily informing guests of special hotel events or scheduling. For example, a hotel could invite guests to a complimentary breakfast or disseminate information on the hours the pool will be open.

The Automated Concierge, a multilevel announcement service, can tell guests helpful information 24 hours a day; e.g., the location of local restaurants or shopping centers. This service even can be administered to "outcall" to a restaurant for dinner reservations.

Summerfield Suites Hotel

Summerfield Suites' Hotel is the first hotel in the nation to use AUDIX Voice Power Lodging for its guests. The product is installed at the Summerfield Suites Hotel in suburban Atlanta.

"AUDIX Voice Power Lodging lets Summerfield Suites Hotel provide superior customer service with superior technology," says Ed Socha, vice president - operations. "The guest is assured of receiving messages as they're spoken. A guest never has to miss hearing the voice of a loved one, something very important when away from home for an extended period of time."

The hotel also makes the system's broadcast capabilities available to corporate clients to leave messages for their meeting attendees.

Summerfield Suites Hotel was chosen to test this product because of its commitment to innovative technology in its hotel properties. In addition, its guests, who normally stay for more than one night, were likely to benefit from this service. As a result of its initial experience, Summerfield Hotel Corporation expects to install AUDIX Voice Power Lodging in its other properties.

Summerfield Hotel Corporation is a new chain of suite hotels, headquartered in Wichita, KS. Besides its Atlanta property, the corporation has hotels in Chatsworth and Sunnyvale, CA. It plans to open hotels in St. Louis, MO and San Jose and Torrance, CA. in the next few months. By year-end, the corporation will open another hotel in Atlanta as well as properties in San Bruno, CA; Orlando, FL; Somerset, NJ; Philadelphia/ Malvern, PA; and Dulles Airport/Washington, D.C. ■

1. Service Mark of Summerfield Hotel Corp.

AUDIX finds a home among the stars

Life on the lot hasn't been the same since AT&T's AUDIX voice messaging system arrived at Universal Studios, a unit of MCA Inc., a year and a half ago.

"We originally bought AUDIX to replace answering machines on the lot and to reduce the number of ports used on our telephone switch," says MCA Inc.'s manager of studio telecommunications Bev Petersen. "In less than a year, the system already had paid for itself and proved to be much more than a high-capacity answering machine."

Many Applications

The voice messaging system is used in many of Universal's divisions at Universal City. For example, a director or producer who is away from the phone is told by a personal pager when a caller has left an AUDIX message.

An MCA Records' sales representative on the road in New York can make one call to Universal City to broadcast an important message to more than 200 sales people simultaneously.

A casting director knows without misinterpretation or miscommunication an actor's availability for a production.

"AUDIX was created with businesses such as the entertainment industry in mind," says AT&T account

executive Bobbi Meredith. "The system has increased MCA's employees' and clients' chances of being in the right place at the right time."

Automated Attendant

Automated Attendant, a feature that prompts callers through a menu of information, handles inquiries to Universal Studios' mailroom, MCA Inc.'s payroll/tax department, and the complex's restaurant.

During a 75-day promotion for Universal Studios' 75th anniversary, hundreds of callers are connected daily to an AUDIX bulletin board to learn whether they are contest winners. Contestants win prizes if numbers revealed on their game cards match the anniversary number of the day.

A Growing Demand

"We have 1,700 AUDIX users and a continuous demand for the service," Petersen says. "People were reluctant to use it at first; now they're frustrated when they call someone on the lot who does not have AUDIX."

A recently popular AUDIX feature at MCA Inc. lets users get unknown or forgotten phone extensions by simply dialing the person's last name. For example, a caller dials S-M-I-T-H to get Mr. Smith's number. ■

System 25

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- **Bill Verification:** A business can use CAS reports for claiming a refund or credit if its carrier routinely bills for incomplete or unanswered calls.
- **Resale of Telephone Services:** A business can enable its System 25 to be a profit center in dedicated resale/sharing environments (e.g., shopping centers, etc.).

Advanced Administration Software

Advanced Administration Software (AAS) makes management and programming System 25 easy and inexpensive—in many cases, eliminating the need for a dedicated administrator or the expense and delay of outside technicians.

This user-friendly, menu-driven software lets an administrator easily change features and line assignments and do all the maintenance tasks that can help make System 25 more efficient and productive.

Plus, the administrator can print a copy of the changes or save them on disk for later use. For example, if a business must operate in different ways to meet cyclical

demands, the administrator could create ready-made configurations that completely alter the way System 25 functions and put them into effect in minutes from the disk.

The following are some of the tasks that can be done via AAS:

- Add, change, or remove telephone and data terminal assignments
- Change trunk groups
- Add and remove users from coverage groups
- Change feature/function buttons on individual telephones
- Maintain system speed-dial codes
- Save translations when necessary.

AT&T Support

AT&T supports the hardware/software package with comprehensive technical support and a complete client education program provided by AT&T's dedicated small business sales and service team. Integrated Solution II works only with AT&T's System 25 Release 3, a PBX for businesses with up to 200 telephones. ■

Colgate Palmolive connects worldwide offices with voice messaging

PROBLEM

Colgate Palmolive was being buried in phone-message slips, mountainous phone bills, and steep administrative expenses. With 900 headquarters employees, regional offices, international offices, and factories all needing to stay in touch, the result was a company-wide, worldwide game of telephone tag.

New York-based Colgate found that hundreds of hours of administrative support were being devoted to taking telephone messages. Sometimes, phones went unanswered, which frustrated callers who had to phone again and again, often just to leave a message to be called back again.

Colgate realized the majority of callers required no interaction; most simply needed to communicate information. However, callers are hesitant to rely on someone else to relay a message—they want to be certain the information is communicated and prefer doing it in their own words.

With business becoming more decentralized and because of Colgate's growing international presence, the company realized telephone communications could not continue to operate on a 9-to-5 EST schedule. The company needed a means for executives and managers to communicate no matter what the time of day or time zone.

SOLUTION

Colgate Palmolive determined that AT&T's AUDIX voice mail system met its requirements of productivity, efficiency, and economy. With AUDIX, Colgate executives can send or access information by phone from anywhere in the world at any time. Every call on each telephone in the network can be answered automatically, with personal instructions from the person being called. Information that must get to more than one person can be sent to everyone simultaneously by pressing a button.

It was critical to Colgate that the AUDIX system integrate easily with the company's existing PBX. AT&T showed Colgate how to introduce the new voice technology without having to scrap its installed investment.

Colgate also liked AUDIX's modular growth plan. It let Colgate start small, with a minimal number of ports and message storage capacity, and grow to keep pace with company demand.

Mike Taussig, associate director of corporate telecommunications for global business systems, set to

work implementing a plan to get maximum use of the new system. He said the company recognized that top management support was essential to the system's ultimate success. He began by making a presentation on the new system to top-level executives. To give each a feel for the technology, a voice greeting was sent to each executive's phone just prior to the presentation.

Colgate minimized user resistance by phasing in the technology gradually, beginning with a simple messaging system for headquarters employees. As employees became comfortable with the basics, new features and more creative applications were introduced, such as reserving conference rooms and corporate training sessions via voice mail.

Today, Colgate is planning to add voice mailboxes in the United States for overseas managers, as well as a voice response system to provide investment or relations information to shareholders and customers.

Thorough user training was also critical to the successful introduction of the AUDIX system. Instead of just handing out instruction booklets and giving brief run-throughs of which buttons to push, Colgate conducted applications seminars using real examples to demonstrate how voice messaging and voice response could make users' jobs easier and more productive.

Input at these sessions was tracked to monitor the level of system acceptance. Colgate and AT&T support people were available every step of the way to answer questions and solve problems—all helping to give users more confidence in the technology.

RESOLUTION

Less than a year after introducing voice messaging, more than 80 percent of Colgate Palmolive's 900 headquarters employees are using AUDIX. Many have become devoted users. As one user says, "You can take my fax and my PC, but not my voice messaging."

The system now handles thousands of calls daily. The avalanche of message slips has been reduced by an average of 3,000 per day.

Based on this early success, Colgate is planning to expand its AUDIX system. Colgate intends to implement voice messaging in all its regional offices, directly to the sales force in the field and throughout its international network. ■

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