

'END TO END' MESSAGE DELIVERED AT VOICE '90

With the spotlight on voice processing and 20,000 potential buyers attending last month's Voice '90 Exhibition in Anaheim, Calif., BCS unveiled a number of new voice mail offerings and joined Network Services in showcasing AT&T's unique, end-to-end approach to the voice processing marketplace. Among BCS' announcements at Voice '90 were:

- stand-alone operation for customers with an AT&T System 25, Rolm CBX 8000, 9000, 9751, or NEC Neax 2400, so customers with a multi-vendor PBX network in place, or who have another vendor's telephone system, can now take advantage of the technology. As a stand-alone system, AUDIX is connected to a PBX through analog ports, with no switch software required.
- full integration with Northern Telecom PBXs and switches, so customers with Northern Telecom equipment can take full advantage of the features and benefits offered by AT&T's voice messaging system.



At the Voice '90 trade show, held March 28-30 in Anaheim, BCS announced product and service enhancements to its AUDIX Voice Messaging System.

Carolyn Ring



- connectivity with an AT&T MERLIN® II Communications System, which acts as an AUDIX network controller, to non-AT&T PBXs and to CENTREX systems. By networking systems, subscribers can exchange voice mail messages with colleagues from the same premises on other AUDIX machines.

- AUDIX Voice Power Lodging software package, specifically designed for the hotel/motel market. With Voice Power Lodging, hotels can offer each guest a personal, private, voice mailbox for receiving voice messages.
- AUDIX Form Filler software, designed for businesses that use application forms to elicit information from prospective customers, such as banks seeking loan applicants. Form Filler software helps customers process information more efficiently and speeds customer service.

and messaging systems, AUDIX Data Acquisition, AUDIX Voice Power, AT&T's CONVERSANT® Voice Information System, and AT&T VoiceMarkSM Messaging Service, a new network service which gives consumers the same voice messaging store-and-forward advantages previously available only to business customers.

"End-to-end voice processing solutions, clearly demonstrated through our exhibit at Voice '90, have become an AT&T hallmark," says Carolyn Ring, BCS voice processing product manager. "Customers like our approach and, indeed, are making sizable investments to enjoy and benefit from it."

In showcasing its full line of premises and network products and services at the exhibit, BCS provided demonstrations of AUDIX voice mail

THE 'TOPS' IN '89 AUDIX SALES

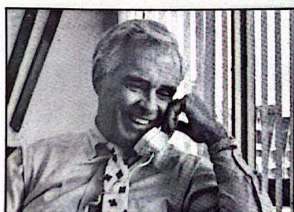
The following BSD branch offices hold the distinction of selling the most AUDIX systems last year. Here, branch managers share the reasons for their success.



Jim Mayes

For two years in a row, the Woodbridge, N.J., branch office has been the leader in AUDIX system sales. When asked for the secret of the office's success, Branch Manager Jim Mayes replies that there's "no magic." "In this territory, AUDIX is universally accepted as a good product," Mayes says. "The Woodbridge branch was one of the early users of AUDIX, which enabled us to develop a solid understanding of the product's features and benefits, and the productivity gains it offers users. The account executives passed this knowledge along to customers. Once our customers use AUDIX themselves, they don't know how they got along without it."

Don Bonoff, Portland, Maine, branch manager, attributes his office's AUDIX sales success to positioning. "With our mid-size to small major accounts, we



Don Bonoff

position AUDIX as the first critical step in office automation, with identifiable value to top management," Bonoff says. "Fitting customers' needs to AUDIX solutions and positioning the product as an integrated element of the client's switch are also key. AUDIX is an idea whose time has come."



Dick Niles

Dick Niles, Brookfield, Wis., branch manager, agrees with Mayes that hands-on experience with the AUDIX system is key to AUDIX sales success and adds, "Our early successes with several large AUDIX sales gave us outstanding testimonials, which we utilized to close additional sales. Satisfied customers have actually helped us sell AUDIX systems to their business 'partners.'"

AUDIX DELIVERS VOICE POWER TO SUMMERFIELD

Summerfield Suites Hotel in Atlanta, Ga., is the first hotel to install the new AUDIX Voice Power Lodging system for its guests. Just introduced at Voice '90 in Anaheim, Voice Power Lodging is attracting a lot of attention in the highly competitive hotel industry.

"Hotels are looking for every edge they can get in customer service," says John Leikness, Voice Messaging product manager. "With Voice Power Lodging, a hotel can offer its guests an almost unlimited range of personalized messaging services. This kind of service is especially important to a chain like Summerfield Suites that specializes in longer-term stays."

Ed Socha, vice president—Opera-

tions with Summerfield Suites, agrees. "With Voice Power Lodging a guest never has to miss hearing the voice of a loved one, and that's very important when you're away from home for an extended period of time."

Each guest checking into Summerfield Suites in Atlanta is assigned a personal voice mailbox. Calls coming in when the guest is away from his or her room are directed to the voice mail system, or the caller can choose to speak to a hotel operator if necessary. Guests have 24-hour access to their voice messages, and can even retrieve messages left after they have checked out.

AUDIX Voice Power Lodging also provides hotels with unique message broadcasting capabilities. For example

AUDIX DELIVERS VOICE POWER TO SUMMERFIELD

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a single voice message can be broadcast to a group of convention or conference attendees staying at the hotel. Or the hotel can use the system to inform guests of hotel services.

Voice Power Lodging gives hotels the power to offer these advanced services, while at the same time reducing operating costs. Hotel staff is no longer burdened with the time-consuming responsibility of taking and relaying hundreds of messages a day. And because AUDIX Voice Power Lodging integrates with the hotel's property management system, the connecting and disconnecting of voice mailboxes can be performed automatically by the hotel's check-in system.

If you're thinking it sounds like AUDIX Voice Power Lodging was designed by a hotel, you're half right. "Voice Power Lodging is a direct result of partnering with our hospitality industry customers and asking them what they wanted in a voice messaging system," says John Leikness. "They told us what their requirements were, and we developed the

system around their needs."

Giving the customer what they want—it's paying off for Summerfield Suites Hotel, and for BCS Systems with AUDIX Voice Power Lodging.

BCS GAINS VOICE PROCESSING MARKET SHARE

AUDIX is on the fast track in the voice mail business, climbing in just one year from the Number Four spot to the Number Two spot, with 14 percent market share, according to PROBE Research, Inc., a leading industry consulting firm.

And the CONVERSANT* Voice Information System has leaped to Number One in the voice response arena, as reported by PROBE, with 1989 total industry revenues from the voice response market up 75 percent over 1988.

Credit: Superior technology. New enhancements. Smart marketing. Aggressive sales and support. Hard work. All now paying off for BCS at the bottom line as more and more customers choose the AUDIX System and the CONVERSANT System for their businesses.

AUDIX CUSTOMERS GET HELPLINE

Help has arrived. The AUDIX Helpline has opened in Englewood, Colo. Now AUDIX customers have a single point of contact for fast responses to their questions, and timely, accurate information about products and services.

Mark Burns, the Helpline's manager, explains that, "While customers were happy with their AUDIX systems, they were confused about whom to call with questions. They were calling account teams, services personnel, AUDIX trainers...anyone they had had contact with during the purchasing process." It became clear that a dedicated customer support service was needed. Establishing the Helpline as a centralized call receipt center benefits BCS also. By gathering data on customer concerns that

can be fed back to the product team, BCS can improve service to AUDIX customers on an ongoing basis.

To closely monitor customer satisfaction, the Helpline will unfold in three phases; in the first phase it will be made available to 300 selected AUDIX customers. Phase Two will make the Helpline available to the entire AUDIX customer base. Burns says he expects over 500 calls a month.

Phase Three will offer, for a fee, such services as system set-up at cut-over, ongoing system administration, and assistance with system performance analysis and traffic studies. "The Helpline should foster a greater level of customer satisfaction with AUDIX systems, resulting in a real perception of higher value for their investment," Burns explains.

PROJECT AIMS TO ELIMINATE 'FRAGMENTED MAINTENANCE'

Maintenance contracts from AT&T require that all equipment of a similar type, installed at the same customer site, be covered by the same maintenance contract.

But a large percentage of BCS customers have a fragmented maintenance condition—with equipment that is not included in the maintenance contract being maintained by field services. Providing customers with this "free" maintenance cost BCS millions of dollars in revenues last year.

Jim Prevet, staff manager in Trish Kelleth's BCS Services Product Management Division, is leading an intensive six-month effort to clean up fragmented maintenance situations and get all maintained equipment included in the proper maintenance contract.

As a first step, each BCS customer's DOSS record of installed equipment is being compared with the maintenance agreement covering the installation. Where there are discrepancies, the customer will be notified and the maintenance contract adjusted to include the uncovered equipment.

Verifying all customer maintenance agreements is a huge undertaking, but well worth it, according to Prevet. "The revenue we'll recover isn't just a one-shot—this is recurring maintenance income that we'll realize every year," he points out.

In addition, DOSS has been enhanced so that for all future equipment orders the system can automati-

cally assign the proper maintenance contract coverage for the location.

"Without systems support to enforce our maintenance policy, we'd be right back in the position we are in now," says Prevet.

The new system enhancements will make serving the customer easier, as well as more profitable. When a customer calls for service, the service force will be able to identify immediately whether equipment is covered under a maintenance contract or whether the customer should be charged for time and materials.



Jim Prevet

NEWS BRIEFS

How important are product reliability, good sales consultation and systems engineering to a customer?

Ask Queen of Angels Hospital in Los Angeles. All three were graphically demonstrated last month when a DEFINITY* Communications System G2 with battery backup continued to work flawlessly following a major fire at the hospital that knocked out all other power—including emergency generators.

The hospital was, needless to say, impressed. And special thanks have gone to BSD Systems Consultant Hazel Giffin for emphasizing the importance of communications reliability to the hospital, and to Senior Engineer Rick Hardwick of the National Engineering Center in Denver for his hardware and software engineering work on the DEFINITY System.

DISPATCHES FROM THE CUTTING EDGE

From time to time BCS Today will feature interesting and unique cutover stories from across the country.

"When you have the support of AT&T Services, selling is a real pleasure," says Steve Eliason, BSD account executive—*Minneapolis Star-Tribune*, following a recent \$1.3-million sale and cutover at the newspaper of a new 1,200-station DEFINITY* Communications System G2 with AUDIX and ISDN BRI and PRI capabilities.

"Formerly, the *Star-Tribune* surrounded itself with Rolm equipment, including a Rolm switch, two ACDS and a Rolm voice mail system," says Eliason. "The customer switched to AT&T not only because of our superior products, including complete switch redundancy, but because of our service."

"Before, during and after installation and cutover, service responsiveness was outstanding," Eliason adds. "I'd like to salute all of the players." They include Services' Mary Trauba

(system implementation manager), Steve Olson and Pat Jessen (system implementation coordinators), Don Johnson (field service manager), Mike Baumont (switch supervisor), John Wing, Jerry Henneberg and Tony Skaja (systems technicians), and Dave Ford, Bell Labs Denver engineer.

"It was the smoothest complex cutover that I've ever been associated with," says Victor Castro, BSD branch systems manager in San Antonio, lauding Systems Implementation Coordinator Marilyn Miranda's work on a new System 85 cutover for Bexar County. Prior to the cut, Bexar had operated off remote modules linked to the City of San Antonio's own System 85.

For her efforts on a "highly visible, political-in-nature account," efforts



Marilyn Miranda

that included a major role in critical internal meetings, customer administration training and, of special importance, "making critical System 85 tape

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