# Unified Communications

Panasonic
ideas for life

2008

EVERY CALL MATTERS

## Unified Communications – Wherever You Are

Panasonic Unified Communications solutions are helping businesses achieve better, faster interaction and service delivery to their customer, and cost savings for the business. Connect your business with a solution designed to meet ever changing needs - with integral business productivity applications, wireless mobility, all built on a common network infrastructure that helps connect all your users, wherever they may be.

# Unified Communications – Wherever You Are

More and more businesses are moving to Unified Communications as the evolution from the traditional deskbound way of working to an increasingly mobile and dynamic workforce continues.

Panasonic Unified Communications solutions help businesses achieve better, faster interaction and service delivery for their customer, and cost savings for the business.

## Networked Communications

Panasonic Unified communications provides cost effective solutions for small, medium and large business organisations. The solutions combine advanced business telephony with user productivity tools, networked directly to standard business applications already in use in businesses today.

## The Way Ahead

Investment in a unified communication solution requires business foresight. Businesses need to be able to effectively communicate today - yet want to make sure that they are properly equipped to handle the growing demands of their future communication needs. With full business telephony features, built-in applications, and a full choice of fixed and mobile devices, Panasonic platforms provide a unified solution for customers to meet their single or multi-site communication needs today as well as in the future.

Connect your business with a solution designed to meet ever changing needs - with integral business productivity applications, wireless mobility, all built on a common network infrastructure that helps connect all your users, wherever they may be.

## Reasons to consider the move to a Unified Communications solution:

- **Always stay in contact**
  - 'Presence'- Allows everyone in your business to always stay in touch
- **Improve Team Productivity**
  - Do more using applications integrated with your communications solution
- **Advanced Mobility**
  - Take advantage of common business tools, in the office, working at home, or on the road
- **Customer Responsiveness**
  - Use integrated applications to speed up and monitor your customer service levels
- **Optimise Business Processes**
  - Connected business tools for the individual, specialist team, and supervisor

## Unified Communication Solutions

### Hospitality

Panasonic Unified Communications provide advanced communication solutions to improve customer service, enhance operational productivity and provide benefits, from the front desk, through to customer guest rooms with its range of Network Communication Platforms and Applications.

Panasonic solutions have hospitality specific features built-in, with a range of desk and wireless devices ideal for Hotel suites and rooms, business centres and events offices.

Standard based product applications like unified messaging, call accounting & reporting, combined with third-party interfaces for Front-Of-House (FOH) and call billing help provide a complete solution.

**Problem** – Have a need to upgrade a hotel and update its services to incorporate a better customer experience?

**Panasonic Solution** – The Panasonic Network Communication Platform (NCP) comes with an exciting array of business intelligent features specifically designed to help the Hospitality industry with complete solutions.

Using a range of devices; hotel staff can access built-in features like check-in/check-out for guests, view the room status and much more. At the touch of a button guests are checked in and telephones setup, allowing calls to be made by the guest from any extension in a room.

The hotel receptionist can setup remote wake-up or reminder alarms for guests. In addition, when integrated with the Panasonic KX-TVM voice mail messaging systems, the Network Communication Platform (NCP) allows for private voice mail for every guest room, as well as timed reminder/wake up alarms that guests could easily setup from their own room.

Hotel front desk staff can easily view guests check-out details (call details, charges, etc) additional charges can also be added such as mini bar, room service, spa treatments etc simply by using the phone keypad.

Mobility solution – Panasonics DECT wireless handsets can play an important role in a hospitality environment ensuring that key members of staff never miss calls and can be contacted anytime, anywhere.

Multi-site networking is also integrated for connecting to other hotels or offices.

## Call Centre

Panasonic Unified Communications provide advanced communication solutions to help improve customer service and enhance customer satisfaction within a busy call centre environment thanks to its range of Network Communication Platforms and Applications.

Panasonic solutions have call centre specific features built-in to help improve the overall phone call experience for the customer, including Incoming Call Distribution Groups and Automated Attendant.

Combined with Desktop Productivity Applications, business efficiency can be improved through simplified and enhanced real time communication, and call centre Supervisors can benefit from visually managing group members telephony activities.

**Problem** – An internal company helpdesk is receiving high volume calls, which is leading to long call queues for customers, resulting in poor customer satisfaction.

**Panasonic Solution** – Need to improve customer satisfaction by reducing call lengths without compromising the quality of the call with the customer. The Panasonic Network Communication Platform (NCP) together with Communication Assistant desktop productivity application supports Incoming Call Distribution (ICD) Groups, which allows management of calls to available agents, by using an integral queue system. Automated Attendant is used to professionally greet customers and help reduce call traffic by transferring calls to the most appropriate department.

Communication Assistant Supervisor allows call centre Team Leaders/Supervisors to monitor and record phone calls in order to assess the quality of calls, and they can even intervene by taking over a call if needed. Telephony activity is enhanced through an ability to monitor each agents phone status as well as various important statistics, such as total calls handled, average waiting time and lost calls, thus helping to increase team productivity.

Screen messages and Point and Click Call Control allow agents to handle calls more quickly and efficiently. CRM integration helps improve call quality by quickly and easily launching customer data records.

## Manufacturing

Panasonic Unified Communications provide advanced communication solutions to achieve fast and effective interaction and speedy response times through its range of Network Communication Platforms and Applications.

Panasonic solutions have business specific features built-in, with a range of devices ideal for those workers in any location or environment.

**Problem** – A manufacturing company needs a solution for contacting employees who are often mobile, working away from a desk due to other responsibilities within the factory.

**Panasonic Solution** – Business-smart wireless handsets allow office mobility, so that employees can receive calls whilst away from a desk. Built-in features can even allow a wireless handset to have the same extension as a desk phone, so colleagues and customers can always stay in touch. Multi-Cell DECT Solutions provide automatic call hand-over in a large or multi floor building, enhancing coverage and providing true communication mobility.

The range of handsets include a ruggedised DECT model that is suitable for tough environments, such as manufacturing and meets strict dust and splash resistant standards to protect the handset. Devices support both variable volume control, vibrate alert for quite environments and headset support.

## Medical/Health Services

Panasonic Unified Communications provide advanced communication solutions to help businesses lower costs, increase productivity and connect all offices wherever they may be through its range of Network Communication Platforms and Applications.

Panasonic provides solutions for the medical/health industry for communications across geographically diverse locations to help improve businesses efficiency and customer service.

**Problem** – A hospital needs a solution for collaborating with its multiple location medical practices to provide better efficiently and data collaboration.

**Panasonic Solution** – The Panasonic Network Communication Platform (NCP) helps enhance business solutions with its voice networking infrastructure that supports companies with distributed and geographically diverse office locations, to help connect all users wherever they maybe. Multi-site networking helps customers with multiple branch sites to benefit from lower costs for branch-to-branch communication by either leveraging their existing corporate Wide-Area-Networks (WANs), or using Managed VPN services available from network service providers.

Panasonic's NCP can seamlessly integrate with Communication Assistant Productivity software for improved business efficiency. CRM application integration allows medical staff from all locations to view patient's medical records and add any relevant notes e.g. recent medical conditions, prescribed drugs, medical appointments etc. Employees can also view appointment diaries for all locations.

The hospital could utilize Automated Attendant to greet callers and provide options to direct them to the most appropriate ward e.g. maternity, paediatric, orthopaedic etc, which will decrease call volumes at the switchboard, and prevent callers waiting in a queue. Automated Attendant could also be used at the medical practices for 'out of hours' to inform patients of emergency numbers and opening hour times.

Mobility solution – Panasonics DECT wireless handsets can play an important role within a hospital environment ensuring that key members of staff can always be contacted no matter where they are within such a large, demanding building.

## Education

Panasonic Unified Communications provide advanced communication solutions to help businesses increase productivity and reduce latency through its range of Network Communication Platforms and Applications.

Panasonic solutions have specific features built-in to assist the education sector, including rich presence functionality to help streamline communications more effectively.

**Problem** – A University needs to improve its communication infrastructure for its administration staff, due to the teaching staffs inaccessibility e.g. always at lectures, tutorials, seminars etc.

**Panasonic Solution** – Communication Assistant desktop productivity application enables rich presence functionality, so administrators can easily gain accurate real-time information about their colleague's whereabouts, rather than going straight to their voicemail. The administrator can utilise text messaging to inform staff about information meetings or lectures. Built-in directory information allows staff to quickly access telephone information to contact students, contract staff and any internal employees quickly, and visual voicemail allows stored messages to be quickly retrieved.

Integration with the CRM database allows colleagues to share important records together whilst conferencing solution allows meeting to quickly setup between remote locations.

## Local Council/Government

Panasonic Unified Communications provide advanced communication solutions to help businesses improve team productivity and organisational efficiency through its range of Network Communication Platforms and Applications.

Panasonic provides solutions for the Local Council/Government sector through a variety of collaboration tools to enhance communication including audio and web conference calling and multi-site networking solutions.

**Problem** – A local Government body that is regularly interacting with various local councils needs to streamline its communications in order to share information, in an attempt to save costs due to tight budgets.

**Panasonic Solution** – The Panasonic Network Communications Platform enables multi-site networking solutions, which can help the multiple local councils benefit from lower costs for branch-to-branch communication. Lower call costs can be achieved by using IP-based networking, allowing multiple location to utilise broadband for voice and data.

Unified Messaging Solutions can allow public citizens easy access to multiple departments with full autoattend call menus and voicemail messaging for simple sharing of information, e.g. waist collection timetables, office opening hours, department telephone numbers.

Communication is enhanced through the use of conference calling as colleagues from the various local councils can arrange meetings without having to travel to one destination, resulting in shorter project times, improved worker and workgroup productivity, organisational efficiency and reduced costs in travel, accommodation and expenses.

## Construction

Panasonic Unified Communications provide advanced communication solutions to accelerate contact ability and responsiveness to enhance customer satisfaction through its range of Network Communication Platforms and Applications.

Panasonic provides solutions for the Construction industry including mobile/GSM integration for fast and effective communication.

**Problem** – The office staff of a construction company need to communicate more efficiently with construction workers, due to them spending most of their time on construction sites rather than in the office.

**Panasonic Solution** – Mobile phones are a compelling way for doing business outside of the office. Panasonic's NCP supports the latest mobile phone integration technology - enabling calls directed to an office extension to be twinned to a Mobile telephone. Calls can also be transferred back to an office extension or to the office voice mail system. Employees with mobile phones can also initiate calls to their customer from their mobile phones that appear to the external customers as coming from the company rather than the mobile phone - centralising all business communications.

Mobile phones can even be integrated into ICD groups which allows incoming calls to ring both the desk phone and the mobile handset simultaneously, allowing users to pick-up their calls on either their desk phone or mobile phone thereby providing "one number" access to increase contact ability.

Communication Assistant can seamlessly integrate with windows mobile devices. The construction industry will benefit from these enhancements, as they will be able to use rich presence functionality to check the status and availability of colleagues e.g. can see if a colleague is available, on the phone, at lunch, in a meeting, in do not disturb mode etc. This in turn will reduce costs and increase productivity, allowing staff to respond to customers more quickly and efficiently.

## Legal

Panasonic Unified Communications provide advanced communication solutions to help businesses achieve better, faster interaction and service-delivery for the customer with its range of Network Communication Platforms and Applications.

Panasonic solutions can be tailored to meet the needs of the legal industry and enhance business productivity.

**Problem** – A group of solicitor firms need more flexible communication solutions supporting both main/branch office and travelling employees, working at home or on the road.

**Panasonic Solution** – The Panasonic Network Communications Platform and Communication Assistant provides many solutions, allowing greater flexibility, as solicitors can have a desk and mobile phone twinned, allowing call answering at any location. Combined with communication assistant, calls can easily by managed via a mobile interface, allowing for remote setup of call forwarding to other users or direct to voice messaging. These can also be accessed remotely via mobile email desktop client applications. Features like 'Do Not Disturb', call park, user presence and information as visible records of calls missed and made for billing purposes.

## Sales

Panasonic Unified Communications provide advanced communication solutions to help businesses lower costs, optimise interaction and improve customer service thanks to its range of Network Communication Platforms and Applications.

Panasonic provides solutions for Sales based organisations including Mobile/GSM Integration, call centre, rich presence functionality and Conference Calling for efficient and cost effective communication with remote workers.

**Problem** – A global sales team regularly works remotely, visiting customers, travelling or working from home. The company wants to benefit from more effective and efficient communication processes by integrating all remote workers back into the central business telephony systems.

**Panasonic Solution** – Panasonic's NCP together with Communication Assistant desktop productivity application enables a whole host of features to help assist remote workers, such as Mobile phone Integration, CRM and email integration, Point and Click Call Control, Visual Voice Messaging, Instant Messaging, Conference Calls and much more.

Mobile integration allows the sales team to receive calls twinned with a deskphone from anywhere. Calls directed to an office extension can be redirected to a mobile enabling colleagues and customers to easily contact a sales representative anytime, anywhere. The sales team can contact colleagues simply by dialing their extension from their mobile or by using a desktop softphone application. The IP softphone is enabled simply by using their laptop to connect to the corporate IP network , a broadband or a secure managed broadband connection providing advanced desktop productivity based on cost effective VoIP communications.
Integration with outlook enables the sales team to access emails and receive visual voice messages, which can be accessed through the PC speakers or headset. The sales team also have the quick option of sending messages to colleagues through Instant Messaging (chat).

The sales team can setup audio conference calls with colleagues via standard or IP networks, keeping call costs to a minimum.

Rich presence functionality enables the sales team to easily collaborate with team members and check their availability e.g. can see if a colleague is available, on the phone, at lunch, in a meeting, in do not disturb mode etc, rather than going straight through to their voicemail or receiving an engaged tone. Thus helping colleagues to get in contact with the person who has the specific skills/knowledge needed, which helps eliminate delay and increase productivity and responsiveness to customers.

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