

## Services to help you get the most out of your wireless EPABX

Modern enterprises are increasingly using mobile technology to help them stay connected with both internal and external stakeholders. A Wireless EPABX is one such connectivity solution that is popular among Indian enterprises seeing to offer professional and efficient phone service even from remote locations or small towns.

Wireless EPABX combines all the features of a classic office switchboard with the flexibility and speed of wireless connectivity. It can be considered an evolved version of a traditional PBX, with the system hub connecting over the mobile network. Wireless PBX, when coupled with technology like Hosted Interactive Voice Response (HIVR) offers access to wide range of automated voice and routing services from custom auto-attendant, professional greetings, music on hold, call recording and conferencing, to call forwarding, call waiting and voicemail.

**Call auto-attendance and routing:** The wireless EPABX combined with an HIVR service and a distribution hub enhances customer service by verifying and diverting calls to either extensions on-site or employees outside of the company site.

**Extension selection:** Use your phone system like a virtual receptionist! A wireless EPABX twinned with an HIVR can do away with the need for a dedicated receptionist at every branch. The system can be configured to transfer calls from the main line to the correct department by offering a number of options to the caller. Common inquiries – for example, address or opening times – can even be handled with any human interface at all, through pre-recorded messages. This system can be also used to verify the caller's identity before moving the query to an employee – saving time and enhancing security.

**Call forwarding:** External calls can be transferred between different users as needed, or auto-forwarded when certain criteria are met. For example, the call could be immediately forwarded, or forwarded after a certain number of rings or after a certain lapse of time. It can also be programmed to be forwarded to voicemail during specific time bands (after office hours or on Sundays, for instance).

**Call waiting:** The last thing any customer wants when they call is a busy signal or for the call to go unanswered. In fact many leading global customer-facing companies have service standards that mandate that calls are answered within a set number of rings. The call waiting feature can help to deliver this level of service even in smaller offices by alerting users of other incoming calls when they are on the phone, so that they can be diverted to other employees as needed.

**Voicemail:** With voicemail a common feature in almost all consumers' lives it is a useful tool in the office environment as well. This feature allows a caller to leave a message when an extension is busy or a call is unanswered, thus logging their concern and allowing the individual concerned to respond to the query at the soonest appropriate time.

In today's highly competitive marketplace, enterprises need pragmatic, flexible communications solutions designed to help them overcome geographical and infrastructural limitations, and deliver top-quality customer service from any branch. A wireless EPABX and HIVR solution from a reputable provider such as Tata Docomo Business Services combines all the benefits of a national mobile network of the highest quality, combined with a unique insight into enterprise needs and business realities. By layering customer-

friendly call management features on top of the system, organisations can ensure they are more accessible, professional and responsive – delivering the right services and support at the right place and time.