

Total Call Management: Turn Your Telephone Into A 24/7 Profit Center

I I-Point Checklist — Is Your Company's Phone System Adding To Your Bottom Line?

What Is "Total Call Management"?

Total Call Management is everything that should happen to a phone call, every time someone dials your business telephone number. It's your commitment to courtesy, respect and appreciation of your customers, prospective customers, vendors and your office staff.

Thanks to high tech innovations, and Segway Communications® system of "hosting telecom services", enterprises of all sizes can implement

an effective Total Call Management System companywide, just for branch offices, or for field sales and service employees. Not only do companies with Total Call Management make more money by improving customer satisfaction, but **effective Total Call Management will always result in immediate cost savings, with NO CAPITAL INVESTMENT WHATSOEVER.**



Eliminate All Of Your Telephone System Equipment, Repairs, And Maintenance Costs.

As a capital expenditure, every penny spent comes directly out of your department's budget, and your company's bottom line. Any equipment purchase or lease, over its lifetime, will require ongoing repairs, periodic maintenance, and costly upgrades. An easier and more cost effective solution is to use our

Hosted Services. In doing so, your company will gain critical advanced and effective Total Call Management capabilities immediately without any capital investment, equipment installation, downtime, or loss of existing service.



Give Branch Offices And Remote Workers A Fully Featured PBX, Without Any Equipment To Buy, Fix Or Outgrow.

Your company can extend full-featured PBX services to any or all of your branch offices — as well as to sales, service and other mobile employees. Our hosted services will also reduce cost and complexity when you move or add offices, expand or reduce staff. Add or subtract extensions in real time, without waiting for the local phone company. Segway's Virtual PBX integrates with your corporate PBX. And our Virtual

PBX allows you to customize services all the way down to each individual user. There is no equipment to buy, maintain, or upgrade. Let us provide dial tone for your existing phone numbers and we will include any new phone numbers you need, and our complete package of hosted services — all for less than you're probably paying the phone company for dial tone only.



Keep Control Of Your Customer Base.

How do you maintain long-term control over your customer base if your employees work offsite? Are your customers calling one central telephone number, or a number controlled by the company? Or are they calling staff members directly, possibly at their cell phones or home offices? With Segway's Virtual Offices, calls are handled as if your remote employees were merely another extension on your Virtual PBX, or we can provide local phone numbers

in their area. Calls to their Virtual Office are seamlessly routed to employees' telephones, or cell phones, anywhere in the world. When employees leave the company, go on vacation, or become ill, the extension can be redirected in a matter of seconds to another person. You'll always maintain control of your customer base and assure professional consistency.



Answer All Calls Efficiently And Professionally, Day AND Night.

For many businesses, your telephone is the first point of contact for customers and prospects. It's critical that this interaction be professional and productive at all of your offices, as well as for all of your field sales and service staff. When you employ a dedicated receptionist, or answer incoming calls at random, two things usually result. First, much lower productivity; and second, an image problem that can make you seem much less successful than you'd like the public to believe. With an *Auto Attendant* answering your company's incoming calls, your receptionist is freed up to perform other more important administrative and support tasks. If your calls are being answered at random, by whomever is available at that moment, an

Auto Attendant can eliminate these endless interruptions. Best of all, your *Auto Attendant* greets each caller with a professional and courteous message and provides the caller with a variety of options — options that are key to ensuring your customers' satisfaction. Connect callers to your staff with Dial by Name extension transfers, while they hear your company's custom On-Hold messages. Day 'n Night Greetings play relevant greetings during the work day, as well as nights, weekends and holidays. With an *Auto Attendant* your company will project a more professional and established image, while reducing unnecessary interruptions as callers quickly reach the person or department they're calling.



Do Business in "Real Time". Give Your Customers The Ability To Reach You No Matter Where You Are.

Missing a prospect's or customer's call can cost your company thousands of dollars in lost revenue. Customers and prospects calling your company expect to make a direct connection, or at least feel that their call resulted in a productive outcome. After all, nobody calls your business to leave a message, and when they must leave a message, they hang up disappointed. So disappointed, in fact, that their next call may be to your competition. Many times, making a sale requires nothing more than just answering the phone, **before** your competition.

We call it "Doing Business in Real Time". Total Call Management features such as *Find-Me/Follow-Me*, allow calls to be connected to you, or to your staff, no matter where they might be. What's more, optional free *Call Screening* allows you to decide which calls to take, and which to send to voice mail, permitting important calls to be weeded out from those that can wait. **There's simply no easier way to build a customer's trust, than to answer the phone when they call.**



Allow Callers To Speak To A Person. Never Trap Them In "Voice-Mail-Jail".

All too often customers experience the frustration and disappointment of "voice mail jail." Many automated systems don't give callers the option of speaking directly to a person. This perceived lack of availability could leave your callers disappointed and with a bad impression of your company. Studies show that 56 out of every 100 incoming calls to a company — where only plain, no-option voice mail greets the caller — result in hang-ups with no message left. When frustrated with your company, the customer's next call may be to your competition.

Allowing callers to speak with a live person on demand will make a huge difference in both acquiring and retaining customers. To avoid losing customers to your competitors, your Total Call Management system allows callers to transfer to a person, at any time (press zero to be connected to an operator, assistant, or even another office in a different time zone). You'll ensure that your customers and prospects receive the personalized service and attention they expect.



Provide Alternative Ways For Your Staff To Be Notified Of, And Receive Their Messages.

More and more business is being conducted away from the office. But being out of the office shouldn't mean being out of touch with customers, vendors and your staff. Your company's Total Call Management system should provide the ability to keep your staff connected to the office and to their callers. Segway's Total Call Management system can connect a caller

to a remote location either by landline or cellular phone, notify your staff of voice mail and faxes via phone, e-mail or pager, and can even deliver voice and fax messages by e-mail. Using these seamless features can increase your employee productivity and connectivity by more than 45% in the first year alone.



In An Emergency, Employees Need To Know Where To Go And What To Do.

Emergencies can run the gamut from the very serious (such as fires, earthquakes, major weather events, criminal activity) to the merely disruptive (such as pest control issues, asbestos warnings, or broken water mains). The emergency can be city-wide, or confined to a single building. Whatever the specifics, your business and employees can be seriously affected — perhaps even at risk. To protect employees, as well as your business, prompt, clear, accurate communications are essential. Yet in the rush and confusion of an emergency, that is easier said than done. **Employee Emergency Hotlines** are the solution.

Segway custom **Employee Emergency Hotlines** allow your managers to communicate with all your employees —or with specific departments, locations, or any other subset of your staff. Management can communicate with employees by department or location over PSTN and VoIP networks. Employees call their hotline number for the latest instructions. For example, you may want them to regroup at another office, so your company can resume business operations. If the situation is serious, your message might point them to nearby shelters...or instruct them to go home, and finally to instruct them to report to work. Whatever the situation, whatever your instructions, employees will immediately know **"Where To Go And What To Do"**.



Extend Your Business Continuity Plan To Your Phone System.

Your Business Continuity and Disaster Recovery plans help protect your network and data center in the event of power outages, equipment failures, acts of nature, even acts of terrorism.

But what about your telephone service and system? **Augment your Business Continuity plan with Always-On TelecomSM**. In the event of any carrier or onsite interruption, Segway's reliable offsite systems automatically implement your custom Always-On TelecomSM solution. Calls can be transferred off site — even out of state and

internationally — automatically and seamlessly; callers can be connected directly to cell phones, home phones, or temporary facilities; messages from customers and vendors will be taken promptly and professionally; voice and fax messages can be re-routed to email addresses where they can be played or viewed. Segway can duplicate your entire in-house auto attendant and voice mail platform off site for "warm backup" over PSTN and VoIP networks.

Segway protects your business with Always-On TelecomSM.



Streamline Communications And Cut Costs With Segway's Fax-for-EveryoneSM.

Thanks to the Internet, your company may be getting far fewer faxes. Or, in industries such as health care or real estate, you may be receiving more faxes than ever. Regardless, you're saddled with outdated fax machines, paying a premium price for fax numbers, and probably frustrated by busy or jammed machines, empty toner cartridges, and other limitations of this older technology.

With Segway's low-cost, Fax-for-EveryoneSM there are no fax machines to buy, and **fax numbers are free**. Faxes are delivered to each recipient's email. Our fax solutions help your employees make better use of their time, and enable your company to get more from your existing communications technologies. And, unlike competitors, our faxes are always delivered without advertisements.



Integrate VoIP Advantages And Savings Without Building A New Network.

Cut your telecom costs dramatically with high-quality Voice over Internet Protocol (VoIP) dial tone, local and long distance services. Unlike many newer VoIP service providers, Segway has, for many years, operated a sophisticated, high Quality of Service (QoS) nationwide private network on redundant carrier-class equipment. Our hosted telecom solutions operate seamlessly across both traditional Public Switched Telephone Networks (PSTN) and VoIP. Our VoIP services work with your existing phone system. There's no additional equipment to buy, install, or maintain, and our SIP protocol means

you won't have to buy new or expensive phones or be locked into any proprietary equipment. Segway's Conference Calling service enables your field salespeople and other outside staff to initiate conference calls on the fly, connecting multiple callers anywhere in the world. You can also increase customer satisfaction by establishing low-cost Virtual Offices — with local phone numbers — in cities within and outside the U.S. This is a very economical way to create the appearance of a local presence near your foreign customers, because Segway's VoIP service dramatically reduces the cost of international phone calls.

Want To Know More About Turning Your Phones Into a 24/7 Profit Center?

If you like what you've read so far, call us and let us show you how to get all of our hosted services **plus dial tone** for less than you're paying the phone company for dial tone **only**.

We are truly the only vendor you will need for all of your telecom services. We'll show you how to get more customers, make more sales, and save your company thousands of dollars without any equipment to buy, fix or outgrow.

Phone one of our Call Management Advisors toll free today at:

866-SegwayCom
(866-734-9292)

Or Get More Information At Our Website:

www.SegwayCommunications.net