

FEATUREPLUS

RESELLER BULLETIN

Issue 05, May 2008

WELCOME to this month's edition of Gamma's FeaturePlus Reseller Bulletin which provides our Channel Partners with tips on how to sell more, discusses the latest improvements on the product and support processes and gives you examples of where FeaturePlus has been installed and how it solves particular business needs. We hope that you find it useful and if you have any feedback for us, please feel free to contact us using the details at the bottom of this page.

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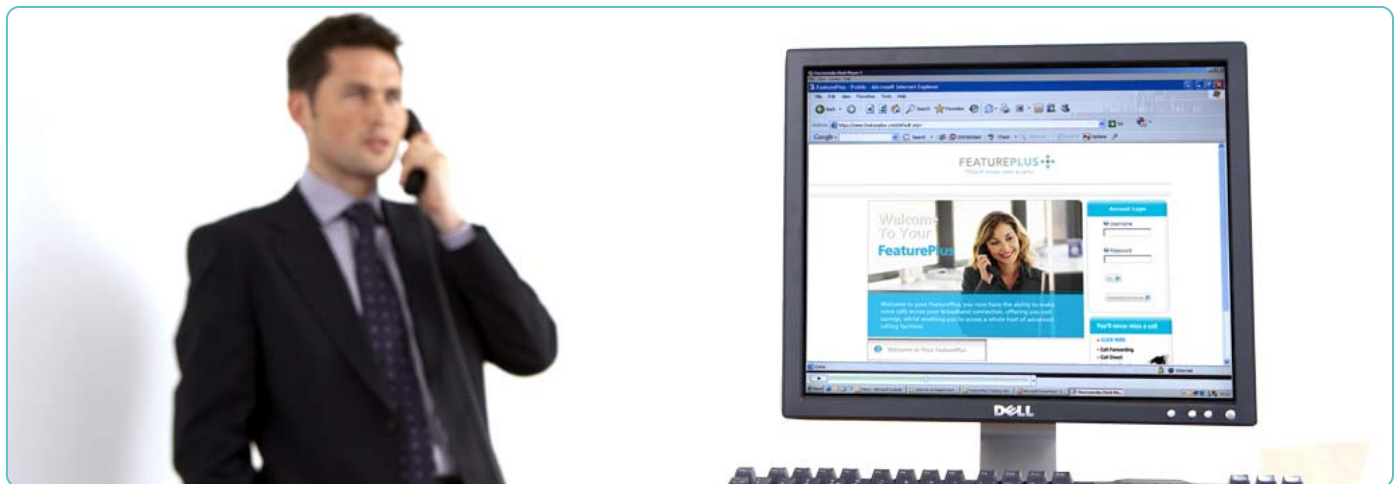
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FEATURES, BENEFITS AND APPLICATIONS

Music to your ears – additional revenue and lock-in through Music On Hold

FeaturePlus 4.0 saw the release of Music On Hold as an advanced optional feature that supplements the existing set of bundled features.

When a caller is put on hold, a business can now play any number of on-hold music tracks or customer made on-hold messages. This improved call handling provides a number of benefits:

- It reduces the number of abandoned calls – “Am I or aren’t I on hold?”
- It shortens perceived holding time and helps mitigate caller frustration whilst on hold – “Nice tunes!”
- It can help increase sales opportunities – “Now I didn’t know they also did IP telephony”
- It can help migrate users to the company website – “I didn’t know I could do that online”
- It enhances the business’s image – “Impressive system – they must be well established”



We realise that different businesses have different needs so we have provided a number of different music styles and 10 music tracks as standard on the system.

But we haven’t stopped there; businesses also have the option to use their own customer music or messages with this feature, enabling them to compliment their advertising and marketing. And this also provides our Partners with a brand new revenue opportunity!

Need a Music On Hold File supplier?

Contact Chris at RCG Global Networks, who can provide you with a professional WAV file that can be used for FeaturePlus. Mention Gamma and you’ll get preferential rates. Chris can be reached on 01306 710372.



SALES & MARKETING

Marketing is King!

FeaturePlus comes with a whole raft of features (as the name suggests!), and when selling the product, it is sometimes hard to clearly see the benefits these features provide, and the sort of companies that the product would appeal to.

On top of this there are various angles to which you can approach the problem; you can look at individual features, key drivers for change/adoption (such as productivity, flexibility and - of course! - cost control), and the differing circumstances surrounding each individual business and their own unique mindset about the role telephony can play.

The following simple marketing exercise provides the necessary clarity and vision surrounding which customers to target and why.



1. Create a matrix of the main features provided with the service and associate the benefit each feature provides. Categorise the benefits into key drivers (for change / adoption of the service).

FEATURE	BENEFIT	KEY DRIVER
Free inter-site calls	Reduced call costs	Cost control
Internal directories & short code dialing	Centralised contact info for all staff; faster & more access	Productivity
Call forwarding	Never lose a customer call	Customer responsiveness, flexible working
Music On Hold	Project big company image. Increase hold-times. Compliment sales & marketing activities	Professional Image, increasing sales
Call Transfer	Move calls between users seamlessly & efficiently	Professional image
Voicemail (to Email) & text alerts	Respond to missed customer calls more quickly. No longer tied to a static voicemail system.	Customer responsiveness, flexibility

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Online Call Stats	Real time view of all calls by individual user & irrespective of location	Productivity, flexible working
Customer self service	Manage own estate. Full visibility & control of remote workers. Manage own call barring on a user-by-user basis	Productivity, flexible working, cost control
Numbering flexibility	Have multiple local presences. Number for life.	Productivity
Reducing PSTN Lines	Reduce over-all line rental spend by delivering multiple lines over single broadband	Cost control

Now you have a clearer picture of how the product can appeal to businesses who:

- are looking to drive change into their operation
- have different key drivers for change
- have different ways of viewing telephony.

2. Then create a matrix that identifies what the specific features are that you think would interest a business, according to the type of business it is (remembering that FeaturePlus is designed for sites with up to 8 users. For example:

Type of Business	Free inter-site calls	Internal Directories	Numbering Flexibility	Call Forwarding	Online Call Stats	Music On Hold	Voicemail to Email	Reducing PSTN lines
Multi-sites	X	X	X		X			X
Construction		X	X		X			X
Taxi Firms			X		X			
Retail	X	X	X		X			X
Travel Agents			X	X	X	X		X
Estate Agents		X	X	X	X	X		X
Charities	X	X	X		X			X
Start Up			X	X	X		X	

Using the above matrices you can now:

- 1) Create a focused campaign targeting different businesses according to the type of business they are, drawing on the specific features that would provide the most appealing benefits (e.g. taxi firms focusing on numbering flexibility and virtual numbers)
- 2) Create sales support literature that provides sales teams with the mapping between key features and key drivers that are important to a business (e.g. a small business looking to enhance its professional image would benefit from Music On Hold and call transfer)
- 3) Easily identify which features appeal across a broad spectrum of business types
- 4) Create a focused campaign targeting different businesses according to their current situation (e.g. businesses that are moving, businesses coming out of contract)

FeaturePlus Reseller Toolkit

If you haven't already, download and look through the FeaturePlus 'Toolkit' that is available for Channel Partners:

www.gammatelecom.com/downloads/featureplus_reseller_toolkit.zip

The toolkit provides you with 2 specific sources of useful information, categorised as “**documents for your business**” and “**documents that you can tailor and send to your customers**”.

Some examples of what's new are:

- A proposal and order form, plus a new presentation.
- A spreadsheet for cost modelling purposes
- An A4 sheet on key selling points, and
- Some copy that you can adapt for your website



CASE STUDY

Garden centre chain gains professional telephony service whilst saving on call costs

Country Homes and Gardens plc is a chain of garden centres that is growing rapidly, acquiring mid-sized independent centres and incorporating them into the chain. They currently have 13 garden centres around the Home Counties and the Midlands and a head office at Winnersh near Reading.

The Challenge

A large proportion of the garden centres' phone bills were for calls to other garden centres and to the head office; a solution was required that eliminated these internal call costs. Each garden centre has 6 or 7 extensions that are cordless phones in the individual departments. The handsets themselves are extremely vulnerable to the environment in the garden centre – everything is watered twice a day and sometimes the handsets get watered too! A further requirement was for each department extension to have a DDI on the local telephone exchange. Finally, it was important that the solution should be easy and quick to implement at new garden centres as they were acquired.



The conventional solution would be to provide PBXs at each centre, networked with the head office and with DECT servers providing full roaming for the extensions. The cost of implementing this was estimated and deemed to be prohibitively expensive.

The Approach

Each garden centre was allocated 7 FeaturePlus lines; one connected to a desk-phone in the office and 6 connected to ruggedised analogue DECT handsets. The cordless handsets' antennas were installed in the roofs of the garden centres so as to provide coverage in the department's own area. The antennas were wired back to the FeaturePlus ATA that was located in the garden centre's office.

The main phone number for each garden centre was presented on the office FeaturePlus line and was programmed, via the web portal, to ring the other 6 handsets at the same time so that every incoming call to the main number would ring all the phones in the garden centre. If the call was not answered it would go to the office phone's FeaturePlus voicemail - *this feature is unique to FeaturePlus*.

Short codes were set up in the FeaturePlus directory for all 93 FeaturePlus lines to facilitate transferring calls between sites. In addition, the garden centre managers' mobiles were also set up as short codes in the FeaturePlus account.

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The head office was provided with 8 channels of Gamma's SIP trunk service, IP DirectConnect which connected to its Avaya PBX. This service was provided under the same contract as the garden centre FeaturePlus lines so that calls between any head office extension and any garden centre extension were free of call charges.

Finally, the solution installed was scalable; allowing further implementations at any new garden centres in around 10 working days, provided broadband is already present.

Customer Satisfaction

The solution developed by Logic ICT and Uniworld deploying FeaturePlus and IP DirectConnect in this way has fulfilled every aspect of the requirement defined by Country Homes and Gardens.

"The capital cost of implementing the solution is a fraction (around one third) of building a "conventional" solution yet by using IP telephony all the functionality can still be provided." said David Holtby of Logic ICT. "While the cost savings are impressive, what is really great about this solution is the way Country Homes and Gardens can manage calls to give its customers far better service than any of its competitors can."

If you have an interesting case study that you would like to share, please contact Justin Coombes using the contact details on the first page of this bulletin.



PROVISIONING AND SUPPORT

Ordering Music on Hold

As this is a new feature introduced last month I thought it worthwhile to cover the ordering process.

As a starter you should note that Music On Hold comes in two flavours:

- 1) **Standard** (utilises 10 pre-loaded tracks)
- 2) **Custom** (allows the end-user to provide their audio files – the system will hold up to 10 of these at any time)
- 3) Also Music On Hold can be ordered as a part of a **new order** or retrospectively against an **existing account**. The standard order screens in your Partner Portal should be used.

Once you get to the Product Catalogue screen, you should choose "Advanced Features" from the "Product Category" drop down box. You then have a choice between selecting Custom or Standard Music On Hold.

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Set Up New Order for Existing Customer

Product Selection
Choose the products the customer is interested in.

You can build a list of products that the Customer wishes to order.

Product selection

Product Category: Advanced Features

Product: Music On Hold - Custom (dropdown menu open showing Music On Hold - Custom and Music On Hold - Standard)

Quantity: 1

No chosen products

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If you have selected Standard Music On Hold then once you have completed the order screens, no further action is required until the order completes. However, if you have selected Custom Music On Hold then you need to provide the audio files your customer would like to use. These files have to be of a set format:

- 8000 sample rate
- Mono
- 16 bit saved as windows PCM wav file
- Maximum duration of 2 minutes

The audio file should be sent to: musiconhold@featureplus.com with the following disclaimer and quoting the order number:

“ In consideration of your making available a Music On Hold facility, which we are able to load with music of our choice, we confirm and undertake that, in respect of any music or other copyright material that we make available as an audio file, for broadcast to our customers as a Music On Hold feature , we have obtained a valid and binding license from the copyright owner, authorizing the broadcast of the material for this purpose; and further we undertake to indemnify you, and keep you indemnified against all costs charges expense charges and liabilities that you may incur, howsoever, and which in consequence of the use or broadcast of any such material or any failure on our part to comply with this undertaking “

The lead time (for both types) is the same as a standard subscription order (2 working days) and email notifications will be sent when a) an order is placed b) when an order for Music On Hold has completed.

PLEASE NOTE:

ONCE THE MUSIC ON HOLD ORDER COMPLETES, THE ADMIN USER MUST SELECT A TRACK FROM THE MANAGEMENT SCREEN ACCESSED VIA THE NEW TAB THAT APPEARS UNDER COMPANY SETTINGS (AND PRESS SAVE).

EACH PHONE THEN NEEDS TO PICK UP THEIR NEW CONFIGURATION FILE BEFORE MUSIC ON HOLD IS FULLY ACTIVE. PHONES REGISTER EVERY HOUR THEREFORE THE FEATURE BECOMES ACTIVATE AT LEAST ONE HOUR AFTER THE ORDER COMPLETES OR REBOOTING A PHONE WILL FORCE A REGISTRATION AND WILL ACTIVATE THE FEATURE.