



The return of customer service

Integrated
Communications
Solutions for
Stores and
Branch Offices



Improving touchpoints for stores and branches



Customer service? What's the problem? You've probably already invested large amounts of time and resources to improve your customers' experience in your stores or branch offices. You've trained employees, enhanced displays, and increased staffing levels. You might have even implemented a CRM solution.

But what about the customers who call in to a store or branch? Can you track their experience? Do you know how many calls come in? And whether those calls take employees away from walk-in customers? And whether those calls might be better handled by an automated response?

Every phone call is a potential opportunity for revenue. And every time a caller hangs up without satisfactory service—or an in-store customer is forced to wait while an employee takes an outside call—that opportunity is delayed or lost. Probably for good.

Today's enterprises that place the highest premium on customer interaction—whether in person, on the phone, or on the Web—are rediscovering the wisdom of the old adage that the customer is always right.

And now there is a powerful, cost-effective way to bring that idea back.

A next-generation communications platform for stores and branches



Now your local stores or branch offices can offer customers a consistent, information-rich environment regardless of how they enter it. One that will not only increase revenues through improved service, but also reduce costs through equipment and operational efficiencies.

The Vertical Networks® Integrated Communications Platform surpasses conventional communications solutions by supporting all the needs of smaller workplaces—voice services, data networking, and even applications such as customized call flow, interactive voice response, and call center.

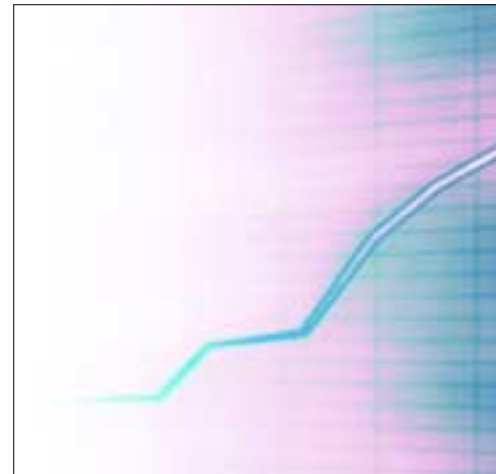
This means your local store and branch communications can function *as part of* your strategic investment in customer service—and as a key contributor to effective operations and profitability—instead of as a peripheral drain on resources.

The Vertical Networks platform allows you to select the voice and data functionality and applications that best fit your current and future business needs. With this single solution, tailored to match your budget and requirements, you can upgrade your communications equipment and services, integrate with your corporate networks, and lower your support and management costs.

The point of escalating returns

Over the past decade, while advances in communications technologies have brought many advantages to businesses of all sizes, they have also heightened the challenges for branch offices and stores to stay competitive.

Internet access, high-speed networks, e-mail, voice messaging, automatic call distribution, interactive voice response, intranets, virtual private networks, and e-commerce have all become indispensable to doing business today. But how can smaller workplaces implement—let alone afford—these higher levels of communications functionality?



One size does not fit all

Built on the Integrated Communications Platform, the Vertical Networks family of InstantOffice® solutions offers your enterprise branch offices or stores a way to measurably improve the return on your IT investment.

That's because—unlike legacy multibox solutions that are far too complex and expensive or low-end solutions without applications support that are far too limited—each Vertical Networks solution can be tailored to your particular business, at a price you can afford. With either packaged or customized solutions, this approach offers price and performance options to meet your needs.



The return *on* customer service

Given today's tough competition and tight budgets, all IT projects undergo intense scrutiny. Every project must measure up to rigorous ROI models, based on a business's judgment, strategy, and insight. A Vertical Networks solution offers a variety of benefits that together yield a significant return on your investment.

For starters, the improved customer service resulting from an InstantOffice solution can help generate powerful, new revenue streams. How? By connecting stores or branch offices to customer databases, or simply by sending calls to the right place, Vertical Networks technology drives sales that might otherwise never have been captured.

And by offering you the reporting tools to measure call volume and track the types of inquiries coming into your store or office, Vertical Networks gives you the ability to analyze, and act on, customer patterns.

Finally, Vertical Networks solutions can help you lower costs, by integrating multiple communications functions onto one platform for lower capital expenditures. By consolidating the management of voice and data and giving you the ability to remotely manage your entire network. And by taking advantage of the converged broadband services—such as today's more affordable T1 lines—that our Integrated Communications Platform supports.

It all adds up to a powerful new formula for managing your customer interactions.



The technology of human communications

What are the secrets of changing customer service—and corporate profitability—for the better?

While every company devises a confidential business strategy to meet these goals, the Vertical Networks technology supporting these strategies is not a secret at all. In fact, it's based on a fully open, standards-based approach. This ensures that your InstantOffice solution is completely compatible with your legacy systems, and that even our customized applications will deliver the significant cost benefits that come from using standard, proven technologies.

Products for service

As a single, integrated platform, the InstantOffice system provides advanced communications services and applications that eliminate the high cost and complexity of piece-part alternatives. You select and buy only those components that are right for your business.



Analyze your branch and store operations with detailed reporting.

A full-featured integrated circuit- and packet-switched PBX delivers sophisticated call handling. Automated attendant and voice mail services provide 7x24 intelligent call and fax handling, and convenient access to voice messages by phone or e-mail. Calls can be routed within and between locations, and to your call centers. And comprehensive reporting details how your communications are running across your network.

High-speed LAN/WAN networking gives both on-site and remote users access to the Internet, intranet, and network resources using standard networking and security protocols.

Our trunk module delivers integrated access capabilities to branch offices and stores, allowing you to take advantage of the latest in converged T1 networks, for a potential savings of hundreds of

dollars per month. For added flexibility, you choose the mix of IP, digital, and analog phones that suits your business.

Finally, our unique, multisite management application revolutionizes the management of voice and data communications across your network. Software upgrades, backups, and InstantOffice call flow and prompt changes can be scheduled and executed across your entire network. Or, single systems can be managed remotely over the Internet or through a dial-up connection.

And, thanks to the platform's modular nature, you can always add more functionality as your needs evolve and as new technologies emerge.



Centrally manage your InstantOffice network with MultiSite Manager.

In support of service

At Vertical Networks, we have developed marketing and distribution relationships with industry-leading partners—such as AT&T, WorldCom, and Bell Canada—to deliver state-of-the-art solutions to our customers. In addition, our certified regional VARs and Authorized Service Partners offer high-quality, nationwide support including implementation, on-site maintenance, technical telephone support, and services associated with applications and day-to-day monitoring of the InstantOffice system.

So whether your business is financial services, retail, health care, or any other enterprise in which managing your customer environment is paramount, there's an InstantOffice solution that can meet your needs.

If you'd like to find out more about Vertical Networks and our family of solutions, visit our Web site at www.vertical.com.

And find out why customer service is back.

Vertical Networks

The leading provider of Integrated Communications Platforms, the first systems that combine voice, data, and applications in one remotely manageable platform. With a unique focus on the needs of enterprise branch offices and stores, Vertical Networks delivers business solutions to a range of industries, including financial services, health care, and retail.



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