
BrightArrow ExecutiveAssistant

Using Speech Recognition to Make Your Phone Communications More Effective



A FAST, FRIENDLY, EFFICIENT NEW EXPERIENCE FOR YOUR CUSTOMERS

ExecutiveAssistant delivers powerful call routing for all incoming calls. See and hear who is trying to reach you for each incoming caller before you decide how you want to handle the call. At the same time, the caller has a crisp, uniquely professional-sounding experience featuring speech recognition *that works right!*

Your customers will be pleasantly surprised you're your responsiveness. With ExecutiveAssistant, your prospect or client is provided a fast way to get through to you, even in your busiest times. Upon receiving a call, you hear the caller say their name and see the caller's information, including notes you jotted down during prior calls.

What if you are away from the office? No problem. ExecutiveAssistant finds you for important callers, at your designation.

TAKE CONTROL OF YOUR TIME

Time is money. And if your people spend less time being interrupted by unimportant calls, they can focus more on their primary roles and interacting with their

important customers. You virtually *eliminate telephone tag* because you are being notified of who is calling, even when you're on the phone – so now your prospects can reach you.

REALIZE THE FULL VALUE OF YOUR NBX INVESTMENT

You have chosen 3Com's next-generation open telephone system. BrightArrow has now delivered a comprehensive enhancement to your NBX to interactively combine your phone calls with your PC contact databases, PC user-interface and your employees' wireless phones.

If you make use of free H.323 calls or inexpensive office long-distance plans, ExecutiveAssistant allows your employees' wireless phones to also tap in.

Now available for 3Com NBX-100 and SuperStack3 NBX phone systems.

INTEGRATE YOUR CONTACT DATABASE WITH YOUR PHONE COMMUNICATIONS

Business communications are much more effective when the details of the discussions and the decisions are logged with the contact's information.

With BrightArrow ExecutiveAssistant, the caller's record is displayed with the phone call, giving you the choice of whether to accept the call, and also a place to enter notes about the conversation. By using speech recognition in addition to Caller ID, you now know what person is calling, not just their company.

Each employee can synchronize with multiple contact databases, thus the incoming call screening and outgoing speech dialing functionality is highly adapted to your employee's needs.



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NEVER PLAY TELEPHONE TAG AGAIN

You know the drill – if you answer your phone, it's likely a caller who will not enhance your business success, but if it goes to voice mail, it might be that prospect you've been trying to reach. And business-to-business, Caller ID rarely identifies the actual caller. With ExecutiveAssistant, you know exactly who's calling -- the right person always reaches you, but you never have to answer if it's someone else. You get the best of both worlds, and it improves your productivity every hour.

CALL ANYBODY FROM ANYWHERE – AND NEVER LOOK UP A NUMBER

Place outgoing calls more quickly than ever before. From your desktop or a remote phone, say the name of anybody in your contact database, and it connects you – no need to keep syncing and carrying PDA's or phone lists everywhere you go.

**Want to hear
ExecutiveAssistant live?
Call 877-462-2776
and ask for Sales.**

HANDLES YOUR INCOMING CALLS SMOOTHLY AND PROFESSIONALLY

When a caller dials your company, ExecutiveAssistant answers, asking them to *speak* the name of the intended person or department. It then asks them for their name, and this is where time savings begin:

ExecutiveAssistant instantly finds the caller in your contact database, and then routes it based on your current situation:

- If you are at your desk, the software tells you who is calling, displays their contact record, and lets you choose whether to take the call. You can easily know about and take important calls, *even when you are on the phone.*

- If you are in the office, but in a meeting or focused on a time-critical project, the software checks the priority of the caller and determines whether to interrupt you. It then either notifies you of the call, or sends them to voice mail.
- If you are not in the office, but want to take priority callers via a remote phone, it again takes the right action. You talk to who you want to when you want to.

Every employee sees this interface and can make real-time choices about how to handle pending calls.



I HAVE A RECEPTIONIST — WOULD THIS WORK FOR ME?

Yes! ExecutiveAssistant works great even if you have a live person answering calls. The receptionist simply transfers the caller to your ExecutiveAssistant extension. The software then asks the caller their name, looks them up in contact database, and makes the intended decisions about sending the caller to your office phone, remote number or voice mail, and displays their information on your PC. It's fast and easy for everybody involved, and still gives you the level of control you need.

HARDWARE REQUIREMENTS

For NBX-100 or SS3 NBX. Software uses Windows 2000 and 1GHz for each 10 ports, and a 3Com Wave license for each port (recommended 1 port for every 4-8 employees). Client software runs on networked Windows PC's of at least 200Mhz and 32MB RAM.



Technology Connecting People