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Sound Bytes...

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Looking Good: Audiolog® Reports Client

Audiolog® has long been the cutting edge standard for digital voice recording...in no small part because Mercom continues to redefine and enhance its recording suite capabilities. That's why we're excited about Audiolog®'s new report capabilities.

Accurate messaging statistics provide valuable information for management to monitor call traffic, and can help in determining the growth direction of a call center. Audiolog® Reports Client has been developed with this in mind as well as providing traditional information.

Audiolog® Reports Client combines an easy, intuitive interface with the ability to access, export and print a full subset of report data ranging from a single agent or channel to a system-wide audit of recordings.

Comprehensive Reporting

Audiolog® Reports Client offers standard and customizable reports, charts, and graphs for access to detailed information, summaries, and trends.

Each report can be viewed on-screen, printed, or exported to a number of formats including Adobe® Acrobat® PDF.

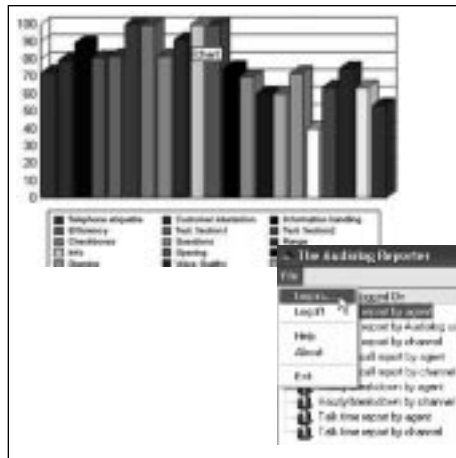
Audiolog® Reports Client provides several standard reports to help analyze and document contact center performance. These reports are both text-based (Call Audit Report and Detailed Call Report) and graphical (Hourly Breakdown Report and Talk Time Report).

Each report is available by channel or by agent. In addition, the Call Audit Report is available by Audiolog® User. For more details, call us for a fact sheet.

Audiolog® Reports Client comes standard with Audiolog®'s new 3.0 Suite—but what if you're using an older

edition of Audiolog software? You can still harness the power of Audiolog® reporting. Sean Bennett is a support technician here at Sound Communications, and our resident Crystal Reports 'guru'. Sean can help you write custom reports for your Audiolog® to get the valuable information to your fingertips.

To learn more about Audiolog®'s report capabilities, including extensive trending and development reports available with Audiolog MIQ (Interaction Quality Agent Evaluation Software), please contact us and we will be glad to help.



What's News?



Introducing Cathi Coates

Please join us in welcoming Cathi, our Business Development

Representative, who joined the Sound Communications team in April. A native of Central Ohio, Cathi recently returned to the area after spending several years in Louisville, Kentucky.

Cathi has seven years of experience in the technology industry, and spent three years working and managing employees in a call center environment. She and her two children live in Grove City.

Upcoming Events

One of the things we most enjoy about trade shows is the opportunity to see many of our friends and colleagues. These shows also give you the chance to learn more about our products and services in a convenient setting.

If either of the following trade shows is on your agenda, be sure to stop by our display and say hello:

OSCP, Ohio Association of Chiefs of Police, July 10, 2003 at the Cincinnati Convention Center, Cincinnati, Ohio

OHTA, Ohio Hospital Telecommunications Association, September 9-12, 2003 at the Radisson Harbour Inn, Sandusky, Ohio

Our Featured Product: The Future of Executive Telephony

There are headsets, and there are headsets. And then there's the GN 9120...the future of executive telephony.

With the GN 9120, you can roam up to 300 feet from your desk, giving you the freedom to multi-task and share ideas with others in your office—without interrupting important calls.

The GN 9120 is equipped with a multi-unit conferencing feature. This essentially allows you to create "virtual" conference rooms for up to four people.

Worried about security in a cordless headset? With the GN 9120, you have peace of mind. This model uses digital spread spectrum technology created for military applications, including signal "hops" every 90 seconds to eliminate eavesdropping. The unit weighs only about one ounce, and comes with a battery that offers up to eight hours of talk time.

Of course, the GN 9120 is just one of the headsets we carry...headsets from such leading manufacturers as ACS, Plantronics and GN Netcom.

Our technicians can also repair your existing headsets (any make or model). But if you're ready to upgrade, ask about our trade-in policy. It can make a GN 9120 even more attractive!

Does your industry have a trade show at which you think Sound Communications should be present? Please contact Toni in our office with the information. Thanks!

Ask The Experts!



This month's questions (focusing on the D-channel) are answered by Sound Communications' System Engineer, Darin Cooper.

Q. What exactly *is* the D-channel?

The D-channel, or "data channel", contains information about the characteristics of both incoming and outgoing calls. When using digital stations, D-channel information is passed along with the voice and decoded at the station to provide valuable information regarding that call (typically on LCD display phones). Audiolog® can decode and collect that information, and you may find it useful when searching and retrieving calls

Q. What kind of information?

Information passed from the D-channel may include ANI (Caller ID), Dialed Number, DNIS, Start and Stop Event Notification, and other specific Station Information such as line appearance. When using D-channel information Audiolog® can always get the perfect recording and allow the user to search by an enhanced list of information like Caller ID.

In addition to the advantages of enhanced search parameters, users can be sure the recording is always right on the money—no more split recordings due to long silent periods and no more run-on recordings when calls are answered one right after another. D-channel information, coupled with Audiolog's intuitive search filters, can let users find exactly what they're looking for in just seconds and know that they've gotten the whole story.

Q. Can only big call centers benefit from D-channel information?

In the past the answer may have been yes. "CTI-type" gathering of information required full-blown PBX systems, special servers and additional proprietary software to access. Full CTI integration was costly, easily running to tens of thousands of dollars. Although full-blown CTI-integration is still best in some cases, it is no longer required for many applications where D-channel is available.

Q. What's made the difference?

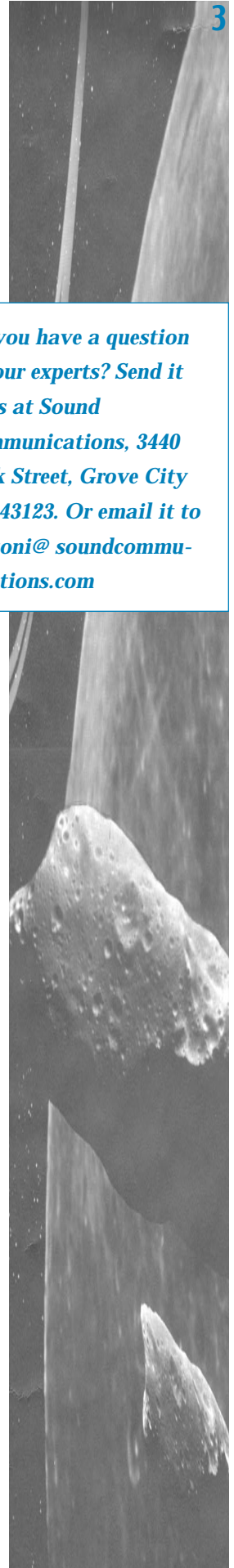
Digital technology (specifically introduction of enhanced digital signaling to digital phone stations) has made D-channel data more accessible and more worthwhile. Many of today's digital telephones have display panels that relay information about the call (e.g. Caller ID). That information comes from the D-channel. Does your telephone have an LCD display? If so, D-channel integration is probably available for your PBX.

Q. So the D-channel information is there—but how do you get to it?

We set up a simple "passive tap" that not only directly records the voice (without need for external Digital to Analog converters or logger patches), but also reads the D-channel to increase information available for and about each call. The result? Less wiring, less equipment required and lower cost of ownership while still getting more call specific information.

Another benefit: we can include or exclude for recording based on buttons (line appearances) on a phone. To learn more about the opportunities and advantages of D-channel recording, just contact us.

Do you have a question for our experts? Send it to us at Sound Communications, 3440 Park Street, Grove City OH 43123. Or email it to us: toni@soundcommunications.com



It's All About Training

You have a business plan. A financial plan. A marketing plan. But do you have a training plan?

You should. Training is one of the most important steps you can take to improve the performance of your call center. Your plan should include:

- Training for new call center representatives
- Remedial training for underperforming representatives
- Refresher training for established representatives to ensure they remain as productive as possible.

Our Grove City facility's training center can handle classes of up to 15 people. We have expert, experienced trainers on staff who will be happy to work with you to develop training that meets your company's unique needs. After all, our continued growth is ensured by that of our customers.

Now is the time to arrange your training schedule, especially with our Summer Training Special (see box at left) which lets you improve productivity and lower costs—an unbeatable combination. Call Toni VanHorn at 800-556-8556 or email toni@soundcommunications.com to set up your training program; time and space are limited.

Announcing our Summer Training Special: schedule your training session at our facility through August 31, and save 50% (plus a 10% discount on software). Now that's special!



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In This Issue:
Audiolog® Reports Client, D-Channel Integration, and More!

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