

THE NEC - TFB ADVANTAGE

Today's call center is evolving at an explosive pace in response to business needs for,

- Improved customer service
- Enhanced efficiency
- Cost containment

The NEC / TFB Advantage

TFB has worked hand in hand with NEC for over a decade to expand the possible solutions for the call center. NEC established the benchmark for integrating the PBX/ACD into the larger environment of computing and communications. As call center needs have evolved, ACD features have been added and made accessible through Infolink, a two-way data link for accessing information and system functionality. Thousands of features are now accessible to external applications, providing unprecedented flexibility for end-users to suggest and develop unique solutions. TFB keeps pace with these demands through our Application Program Interface (API), *Infolink Connect*, to provide access to these features through standard data protocols and interfaces.

"Packaged" Solutions

Similar needs in call centers have allowed TFB to develop "packaged" applications, which deliver superior functionality at reasonable prices.

TFB packaged applications enhance many of the features familiar to call centers such as intelligent routing and automated callback. Our current generation of features incorporates multimedia technologies such

as the Internet and email to the call center. TFB also offers custom development services to further enhance the functionality of packaged applications.

Investment Protection

NEC's unique architecture provides significant benefits for integrated applications,

- **Seamless Integration** - Allows integration of these media without replacement of the PBX/ACD or desktop devices like the telephone set and personal computer.
- **Seamless Implementation** - Agents and supervisors need no additional training.
- **Seamless Reporting** - ACD supervisor tools and report generators capture information on all modes of communication between customers and agents.

The NEC/TFB "blended" call center has truly become the "contact center" of the future. Not only have we resolved the difficulties of agents handling both inbound and outbound telephone calls, but we now incorporate any media a customer chooses. Investment protection has reached a new level in the NEC/TFB environment. The end product of these efforts is to ensure that technology will enable your organization to attain its short and long-term business goals.