

Panasonic
ideas for life

Voice Processing System

Brings the solutions to your business.



KX-TVM200



KX-TVM50

CONTENTS



Marketing Strategy

Connect with Success !	p.3
STEP1 Get a clear picture of the situation	p.4
STEP2 Know the product benefits	p.5
STEP3 Grasp customer needs	p.6
STEP4 Sell solutions	p.7
(Summary of KX-TVM50/TVM200 functions)	

Advanced Feature

e-message	p.8
Intelligent Call Routing	p.9
Case Study 1	
Travel Agency	p.10 - p.11
Case Study 2	
Consulting Office/Real Estate	p.12 - p.13
Case Study 3	
Insurance Agency/Transporter/IT Dealer	p.14 - p.15
Case Study 4	
Call Centre	p.16
Case Study 5	
SOHO/Retail Shop	p.17 - p.18

Features at a Glance

1. Attendant Services	p.19
2. Transfer Services	p.20
3. Mailbox Services 1	p.21
4. Mailbox Services 2	p.22
5. Message Delivery Services	p.23
6. PC Programming Tool	p.24
Features by Industry 1	p.25
Features by Industry 2	p.26





Connect with Success !

Understand the product and market facts, then use them to further boost your sales!





STEP 1

Get a clear picture of the situation

Today's market is undergoing some breathtaking changes, spurred on by IT developments. And the pace of change is even faster in the telecommunications industry in which we operate.

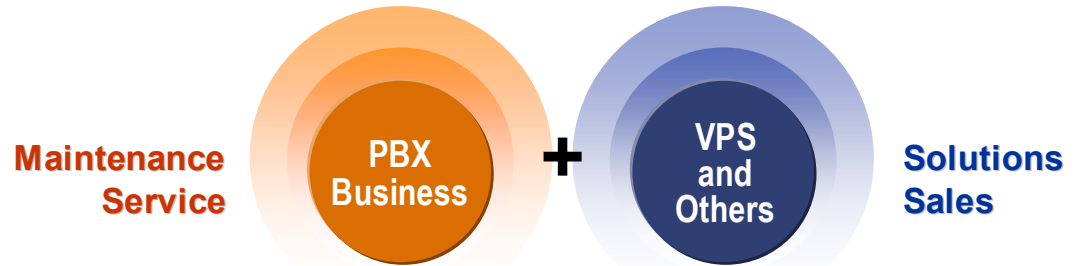
Hardware prices are dropping daily, and the switch to IP-based systems means that customers are faced with the inevitable need to replace their existing equipment.

Right now, in order to move to a sales stance that promotes high added value and to build a stable PBX foundation, you need to actively carry out VPS sales in addition to your PBX maintenance services.

This will help distinguish yourself from the competition, and lead directly to high profits.



<Directions in the Solutions Business>



Promoting high added value.

1. Uncover customer needs
2. Emphasise customisation
3. Use tune-ups and other services to distinguish yourself from the competition
4. Protect your profit source



STEP 2

Know the product benefits

The KX-TVM50 and KX-TVM200 are highly effective for the solutions business.

Voice mail is a key factor in the solutions business. It is also an ideal KX-TVM50/TVM200 sales point for your existing PBX customers.

By promoting and selling these VPS systems, you can look forward to **PBX replacement sales** in the future. One of the benefits of these products is the superiority of their voice mail function.

Another one is their ability to give your customers a unified message, which is an important point in IP communications today. Start explaining just how revolutionary this product is to your list of top managers. Also, be sure to propose these powerful applications by tailoring them to your customer's line of business.

These proposals will form the base of a solutions business that only you -- as a sales professional with a thorough knowledge of the products and the market -- can achieve.

The three benefits that you can promise top managers, and the synergetic effects of each one.

Low-cost services

- A lighter load for operators (lower labour expenses)
- Nighttime phone reception
- Filter functions
= Efficient caller distribution

Cost Effectiveness

**Panasonic
TVM50
TVM200**

Business Productivity

Increased reliability

- Get fast, accurate messages to your off-site staff
- Relay messages accurately

New Communication Method

Provide new services

- New in-company communications
- A new form of in-company contact
➔ Message broadcasting





STEP 3

Grasp customer needs

You need to analyse the way your customers do business.

The KX-TVM50/TVM200 will solve many of your customers' problems. But you might wonder how they can do this for customers in such a wide variety of businesses. The answer is that their multifunctional design lets you easily transform them to match each customer's special needs.

However, your marketing knowledge is essential in the sales of these superbly cost-performance products.

The quickest road to success is to make full use of all the information you have, to discover the customer's underlying needs, and then to offer a solution.

It is important that you understand what your customer's daily work involves, and then explain the concrete benefits, such as lower costs, higher customer satisfaction, etc., that he or she can expect by using the KX-TVM50/TVM200.

Proposing ways in which your customer can put the benefits of these products to full use will lead directly to active KX-TVM50/TVM200 and PBX replacement sales.

Versatile Functions Meet Customer Needs

Panasonic
TVM50
TVM200



Transporter
• Operational contact



Consulting Office
• Messages, contact, and orders



Travel Agency
• Call handling



STEP 4 Sell solutions (Summary of KX-TVM50/TVM200 functions)

Overview of the KX-TVM50/TVM200 Systems

	KX-TVM50	KX-TVM200
Number of Ports*	2 to 6	0 to 24
Voice Storage	Max. 8h	Max. 1000h
Number of Mailboxes	Max. 64	Max. 1024
Recommendable PBX system according to mailbox capacity	KX-TDA15 KX-TDA30 KX-TDA100	KX-TDA200

*Shows the number of simultaneous conversation channels, which also indicates the number of operators.

Attendant Services

- Automated Attendant
- Custom Service
- Interview Service
- Voice Mail Service
- Call Routing by CLIP/DID/PIN

Transfer Services

- 20 Extension Groups for Common Mailbox
- Call Transfer Status Setting
- Incomplete Call Handling Service

Mailbox Services

- Live Call Screening
- Two-Way Recording
- Two-Way Transfer
- Personal Custom Service
- Mailbox Group Distribution
- Broadcasting Message
- Caller ID Call Back
- Urgent Message Set
- Bookmark
- Playback Volume/ Speed Control/ Pause
- VM Menu on LCD
- New Message No. Display
- Subscriber Tutorial

Message Delivery Services

- External
- Internal
- E-mail
- External Delivery List
- Company Name Announcement



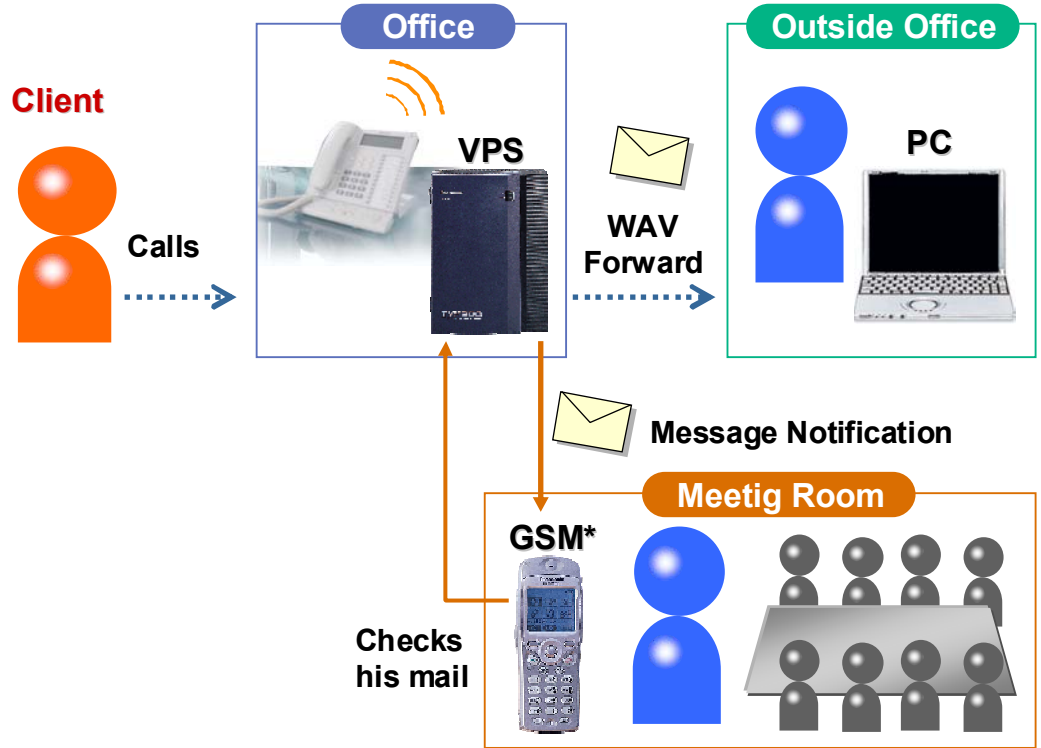


e-message

The e-message function is particularly helpful for offices that have a lot of people working in the field. It lets them receive information by e-mail.

This means that they do not have to answer their phones immediately, so they can receive messages, for example, while they are in the middle of a meeting without being disturbed.

Audio files in WAV format can also be attached to their e-mail messages. The result is fast and accurate communication.



*Requires a contract with a provider.

- No more need for an operator to take messages.
- Automatic message notification to people in the field.



High-accuracy message delivery



Intelligent Call Routing

Routing can help your company provide better service in countless ways. For example, when an important customer rings, you can forward the call directly to your company's key contact.

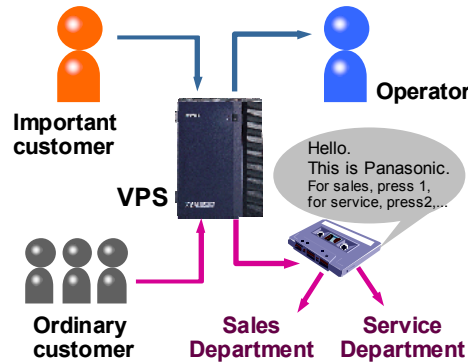
Have calls from your client in Paris forwarded to a mailbox with a greeting message in French.

Or have calls from family members or friends sent to a private Custom Service Menu just for them.

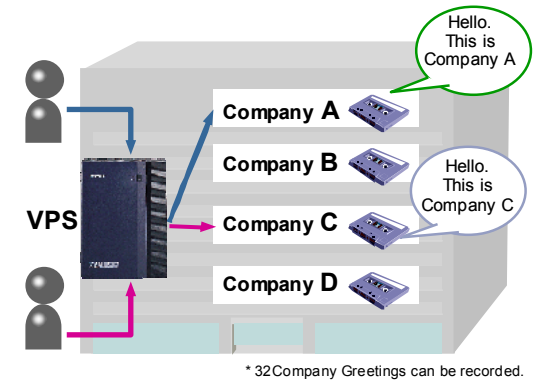
- DID Call Routing**
- PIN Call Routing**
- CLIP Call Routing**

- **Excellent Company Image**
- **Efficient Call Handling**

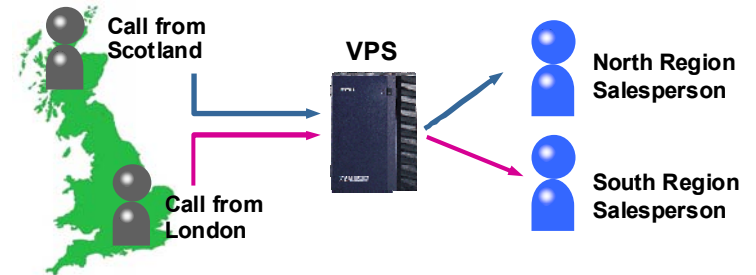
1 Call Routing for first priority customer



2 Call Routing for tenant service



3 Call Routing by region



Useful Panasonic Functions

Live Call Screening

This lets you monitor incoming messages and decide whether to answer the phone or let the caller leave a message.

2-Way Recording

This allows you to record a conversation (both the caller's words and your own words) in your mailbox. Simply press the Two-Way Record key.

2-Way Transfer

This allows you to record a conversation into another person's mailbox. This is especially useful, for example, for companies that want their receptionists to personally record messages from callers.



Are you having problems with phone inquiries or contact among employees?

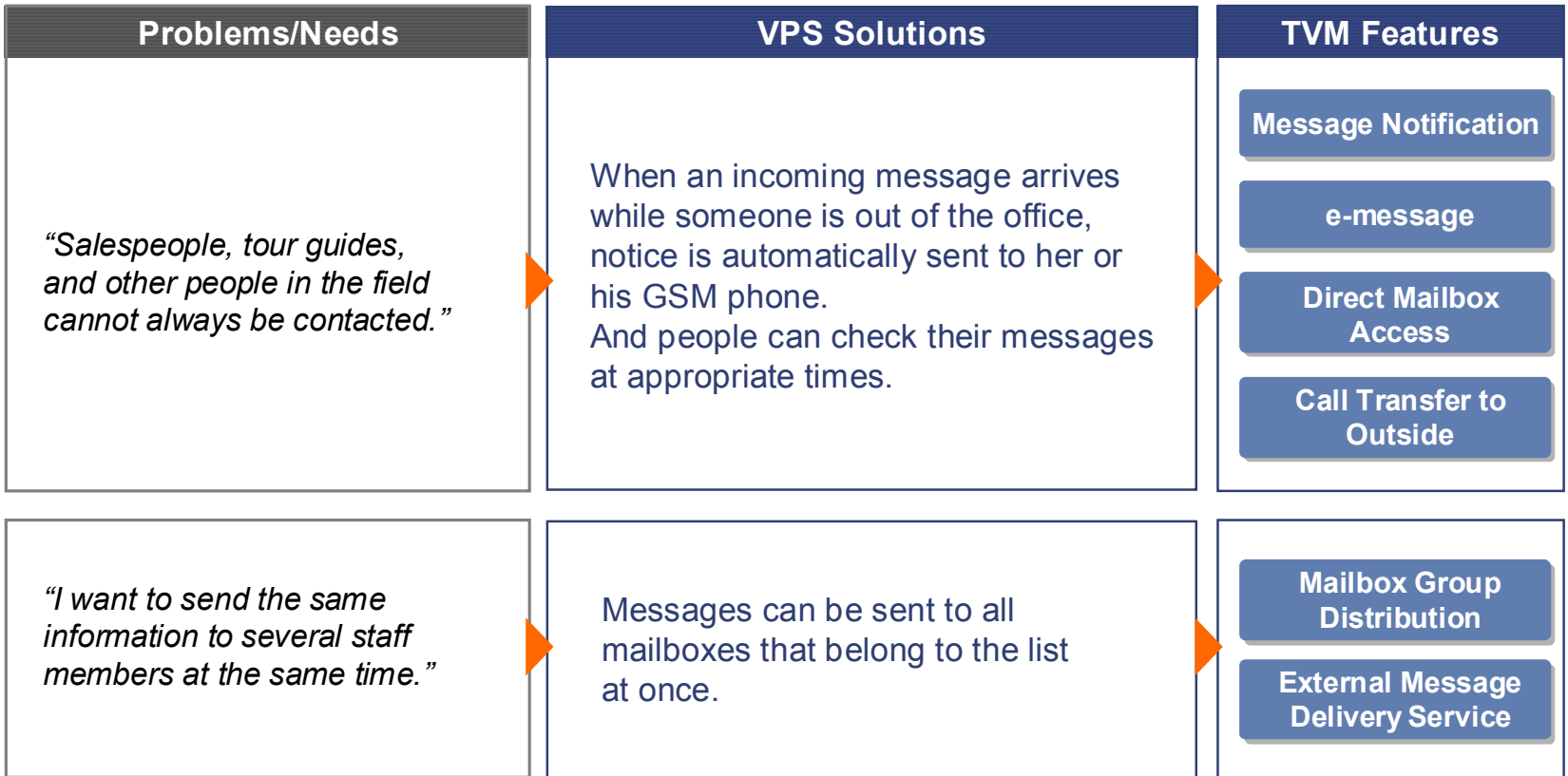
1 After running a tour ad, we were overwhelmed with phone calls for reservations or inquiries.

Problems/Needs	VPS Solutions	TVM Features
<p><i>"We sometimes don't hear the customer correctly or we make mistakes in writing the orders down."</i></p> <hr/> <p><i>"The nuances if a customer's message cannot be relayed in a written memo."</i></p>	<p>Records the entire contents of customer appointments inquiries and orders, and recorded information can be fully confirmed.</p> <hr/> <p>Recorded calls can be forwarded to the person in charge, so there's no need to take memos.</p>	<p>2-Way Recording</p> <p>2-Way Transfer</p> <p>Playback Volume</p>
<p><i>"We just can't answer them all."</i></p>	<p>Calls can be correctly handled according to the current situation.</p>	<p>No Answer Coverage Mode</p> <p>Call Transfer to Outside</p>
<p><i>"We want incoming calls to reach our operators in the proper sequence, so customers don't have to wait."</i></p>	<p>Calls can be distributed based on a customised menu.</p>	<p>Custom Service Menu</p>



Are you having problems with phone inquiries or contact among employees?

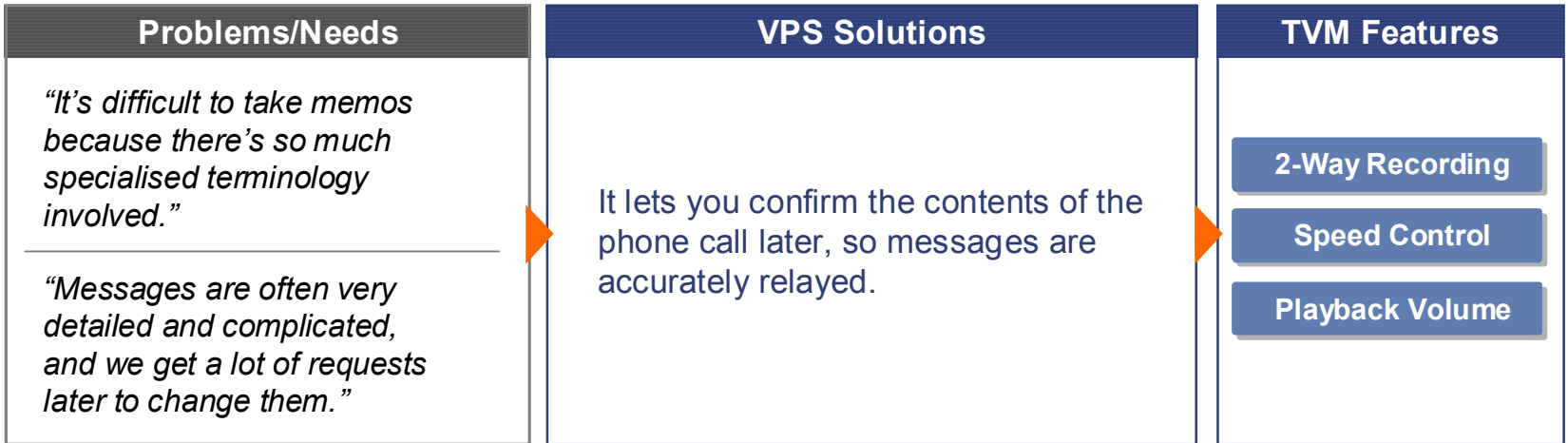
2 It's difficult to keep contact among employees, like tour guides and salespeople.



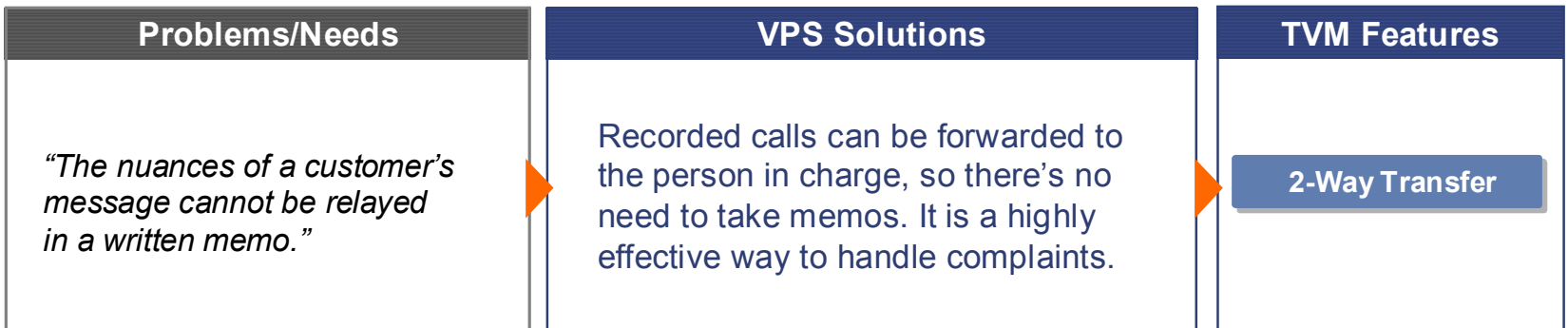


Are you having problems handling calls and messages?

1 There is so much technical term.



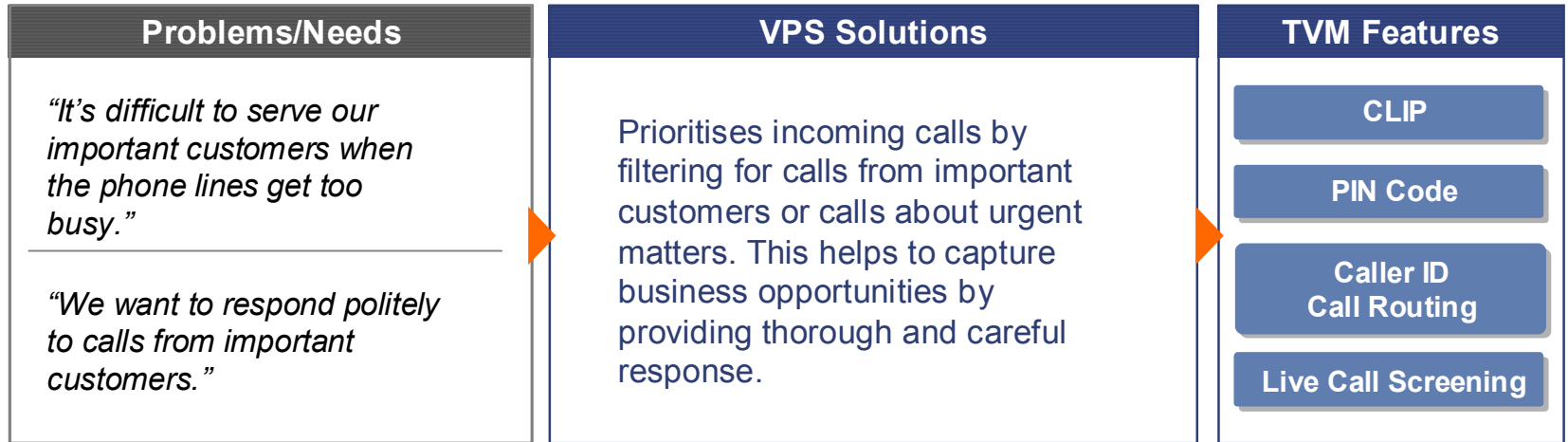
2 It's difficult to tell the importance and seriousness of the other person.





Are you having problems handling calls and messages?

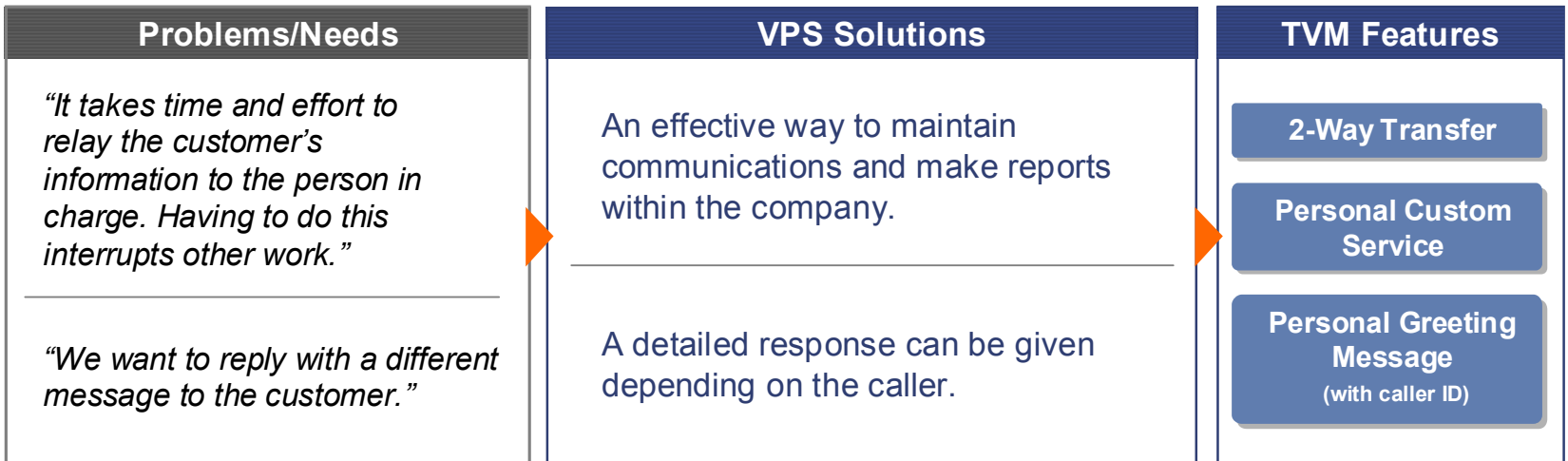
3 We want to give priority to special customers (Filtering).





Are you having problems giving work instructions and leaving messages?

- 1 It takes so much time and effort to get customer information to the person in charge. It keeps us from our other work.





Are you having problems giving work instructions and leaving messages?

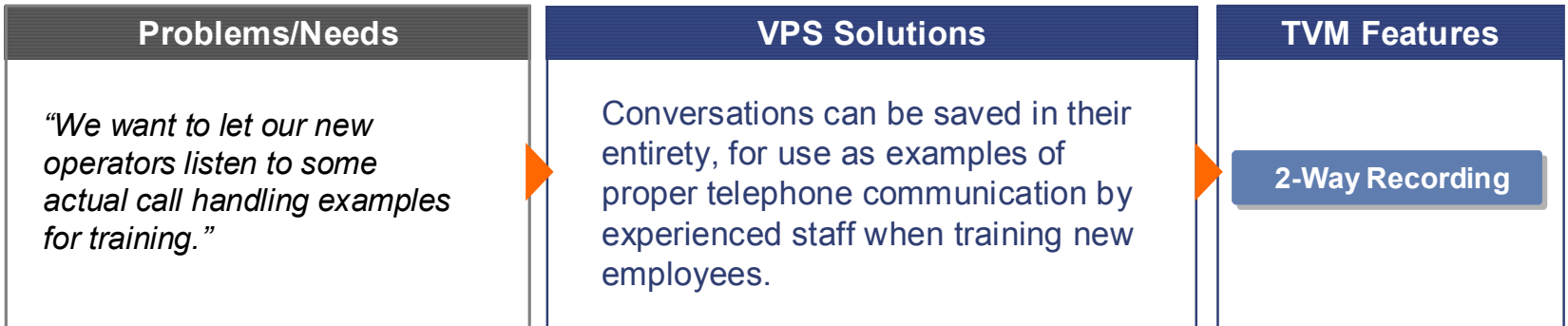
2 We could easily cause trouble for the customer if our messages are incorrect or incomplete.

Problems/Needs	VPS Solutions	TVM Features
<p><i>“The nuances of a customer’s message cannot be relayed in a written memo.”</i></p>	<p>Recorded calls can be forwarded to the person in charge, so there’s no need to take memos. It is a highly effective way to handle complaints.</p>	<p>2-Way Transfer</p>
<p><i>“It’s difficult to contact people in the field.”</i></p>	<p>An easy way to get confirmation from people in the field.</p>	<p>Message Notification</p>
<p><i>“When out salespeople get back to the office, there are so many messages, they can’t do other work.”</i></p>	<p>Messages can be automatically forwarded and played, to eliminate the time needed to check them. So there is no more need to call the person and relay the message making it easier to stay in contact.</p>	<p>e-message</p>
<p><i>“I want to send the same information to several staff members at the same time.”</i></p>		<p>Direct Mailbox Access</p>
		<p>Mailbox Group Distribution</p>

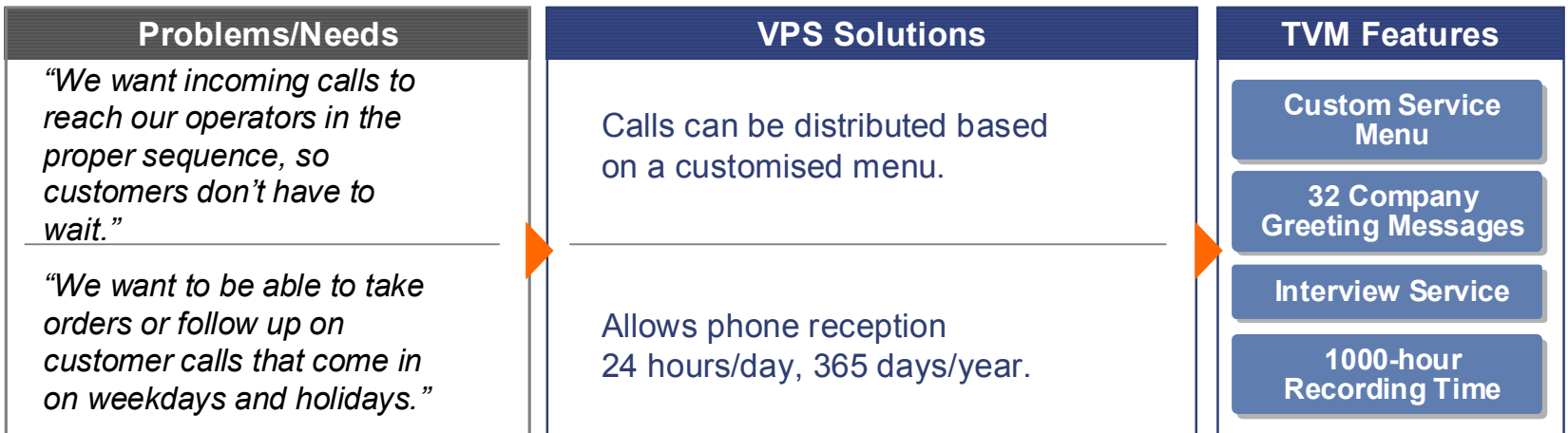


Are you having difficulty getting people to use proper etiquette for business calls?

1 Our operators can't answer the phone properly.



2 For efficient call handling.





Are you having problems handling phone calls for orders?

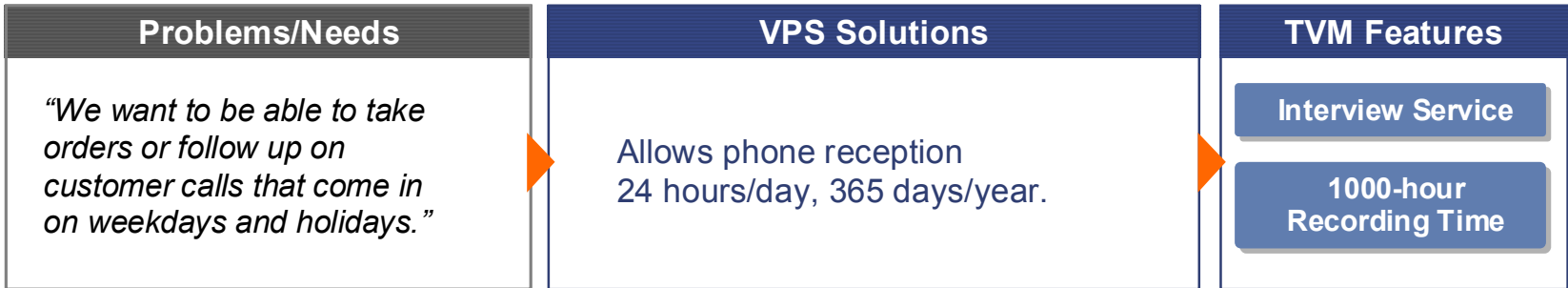
1 People can't answer the phone correctly.

Problems/Needs	VPS Solutions	TVM Features
<p><i>“When we get a flood of phone orders, we sometimes don’t hear the customer correctly or we make mistakes in writing the orders down.”</i></p>	<p>Records the entire contents of customer appointments inquiries and orders. Recorded information can be fully confirmed.</p>	<p>2-Way Recording</p> <p>Speed Control</p>
<p><i>“When the person receiving a call is not in, nobody else can take the call.”</i></p>	<p>Automatic forwarding reduces the caller’s waiting time.</p>	<p>Covering Extension</p> <p>No Answer Coverage Mode</p>
<p><i>“There are times when we get so many calls, we just can’t answer them all.”</i></p>	<p>Calls can be correctly handled according to the current situation.</p>	<p>Call Transfer to Outside</p>



Are you having problems handling phone calls for orders?

- 2** Our answering machine takes orders in the evening and on days off, but I worry that the recording time might not be long enough.





1. Attendant Services

<p>Automated Attendant</p>	<p>Allows you to direct incoming calls without the use of an operator. Automated Attendant (AA) answers incoming calls and redirects them to the desired extension based on numbers dialed by callers.</p>
<p>Custom Service</p>	<p>Allows callers to perform specific functions by pressing dial buttons on their telephones while listening to voice guidance (Custom Service Messages).</p>
<p>Interview Service</p>	<p>Allows the VPS to "interview" a caller by playing a series of prerecorded questions and recording the caller's responses. Subscribers are able to record questions directly into their interview mailboxes.</p>
<p>Voice Mail Service</p>	<p>Allows a caller/non-subscriber to leave a message in a mailbox.</p>
<p>NEW Call Routing by CLIP/ DID/ PIN Message Notification</p>	<p>CLIP: Allows to store a maximum of 200 telephone numbers and assign a specific destination (extension, mailbox, Mailbox Group, or Custom Service) to each telephone number. DID: Allows to store a maximum of 200 DID numbers and assign a specific destination (extension, mailbox, Mailbox Group, or Custom Service) to each DID number. PIN: Allows to store a maximum of 200 PIN (Personal Identification Number—max. 20 digits) numbers and assign a destination (extension, mailbox, or Custom Service) to each PIN for each time mode.</p>
<p>Company Greeting Message</p>	<p>Is a prerecorded message designed to greet all incoming callers and provide relevant information. A maximum of 32 Company Greetings can be recorded, and a Company Greeting can be assigned for each time mode (day, night, lunch, and break) and holiday for each Service Group.</p>



2. Transfer Services

<p>20 Extension Group for Common Mailbox</p>	<p>An extension group is a group of extensions that share a common mailbox. Extension Groups are created by the System Administrator. The VPS can maintain 20 Extension Groups with a maximum of 100 extensions assigned to each group.</p>
<p>Call Transfer Status Setting</p>	<p>Allows subscribers to specify how the VPS will handle calls to their individual extensions. Call Transfer Status options include: Call Screening, Call Blocking, Intercom Paging, Calling a Beeper (Pager), Transfer to Mailbox, and Custom Service.</p>
<p>Incomplete Call Handling Service</p>	<p>Allows the subscriber to offer callers several service options when the extension is busy or there is no answer. Options available for Incomplete Call Handling for Busy or No Answer.</p>
<p>NEW On Hold Announcement Menu</p>	<p>To prevent callers from hearing silence, while they are waiting on hold, the system plays On Hold Announcement Menu.</p>
<p>NEW Name Dialing</p>	<p>Dial-by-name directory can be selected based on either first name or last name.</p>
<p>NEW List All Names</p>	<p>An option which announce all subscriber's names and extension numbers in Autmated Attendant Service or Custom Service.</p>
<p>NEW Call Transfer to Outside</p>	<p>Transfer a call to outside by Custom Service/Call Transfer Service/ Personal Custom Service</p>



3. Mailbox Services 1

Live Call Screening	Allows the subscriber to monitor incoming calls as messages are being recorded. The subscriber has the option of answering calls while monitoring or allowing the message to be recorded without interruption.
Two-Way Recording	Allows a subscriber to record the conversation that he or she is having with a caller. The recording is stored in the subscriber's mailbox.
Two-Way Transfer	Allows a subscriber to record the conversation that he or she is having with a caller. The recording is stored into another subscriber's mailbox.
NEW Personal Custom Service	Subscribers can set own custom service in his or her Personal Greeting.
Group Distribution List	Personal and system can be selected. Personal : Allows a subscriber to simultaneously send a message to several mailboxes using a Group Distribution List. System : Allows subscribers and callers to send messages to all Mailboxes that belong to the list at once.
NEW Display Number of New Messages on PT	The number of new messages is indicated on the High-end DPT KX-T7636 LCD.
NEW Broadcasting Messages	Allows the System Manager to deliver the same message to all VPS subscribers' mailboxes simultaneously.
Caller ID Call Back	Subscribers can call back a caller who leave a message with the Caller ID number.
Temporary Personal Greeting	Subscribers can record a Temporary Personal Greeting to advice callers that subscribers are away from the office (business trip, vacation, etc.) .



4. Mailbox Services 2

NEW	Temporary Personal Greeting	Subscribers can record a Temporary Personal Greeting to advise callers that subscribers are away from the office (business trip, vacation, etc.) .
NEW	Recover Message	Subscribers can recover deleted messages and move to Old Message Box.
	Urgent Message Set	Allows subscribers, callers, and the System Manager to specify a message as "Urgent". When a subscriber listens to messages.
NEW	Bookmark	A bookmark can be set to a message, for easy playback the specified message.
NEW	Playback Volume and Speed Control	Subscribers can change volume and speed of the playback message or guidance while listening it.
NEW	Playback Pause	Subscribers can pause the message during playback.
NEW	VM Menu Operation on LCD	Voice Mail easy access by using navigation key or soft keys with LCD VM menu on DPT such of KX-T7636.
NEW	Subscriber Tutorial	Guides a subscriber who accesses his or her mailbox for the first time to set up the subscriber's setting.



5. Message Delivery Services

External	Allows a subscriber to send a message to several subscribers and non-subscribers (including outside parties) at a specified time (or immediately).
Internal	Allows the VPS to automatically deliver a single message to multiple mailboxes.
External Delivery List	Allows a subscriber to send a message to outside parties and/or extensions with a single operation. One subscriber can maintain up to 2 lists with a maximum of 8 entries on each.
Company Name Announcement	Is used by External Message Delivery Service when the intended receiver enters the password incorrectly 3 times. The VPS announces the Company Name so that the receiver realises what company placed the call to him or her.
NEW e-mail Integration	New Message Notification by e-mail for your Mail Box. Voice data also can be attached with the e-mail. Number of available messages (New/Old) is also indicated in the e-mail.
Message Notification	Automatically calls a preprogrammed telephone number or beeper (pager) number when subscribers have new messages.
GSM Message Notification	Sends text to a GSM phone to notify the person that a message has arrived. Tells who the message is from, when it was received, and the length of the message in seconds.



6. PC Programming Tool

NEW Custom Service Builder	Window software program that enables to create customised messaging applications.
NEW Recording by System Administrator	System Administrator can record system prompts with PC windows menu.
NEW Auto Configuration	Automatically create mailboxes by obtaining extension numbers from PBX in initial installation.

Features by Industry 1



		Travel Agency	Consulting Office/ Real Estate	Insurance Agency/ Transporter/ IT Dealer	Call Centre	SOHO/ Retail Shop
Attendant Services	Automated Attendant	✓			✓	
	Custom Service	✓			✓	✓
	Interview Service				✓	✓
	Voice Mail Service	✓	✓	✓	✓	✓
	Call Routing by CLIP/ DID/ PIN		✓	✓	✓	✓
	Company Greeting Message	✓	✓	✓	✓	✓
Transfer Services	20 Extension Groups for Common Mailbox	✓		✓	✓	
	Call Transfer Status Setting	✓			✓	✓
	Incomplete Call Handling Service	✓	✓	✓	✓	✓
	On Hold Announcement Menu	✓			✓	
	Name Dialing		✓	✓		✓
	List All Names		✓	✓		
	Call Transfer to Outside	✓	✓	✓		✓
Mailbox Services	Live Call Screening		✓	✓		✓
	Two-Way Recording	✓	✓	✓	✓	✓
	Two-Way Transfer	✓	✓	✓	✓	✓
	Personal Custom Service		✓	✓		✓
	Group Distribution List	✓		✓		
	Display Number of New Messages on PT	✓	✓			✓
	Broadcasting Messages	✓		✓	✓	
	Caller ID Call Back		✓	✓		✓
	Temporary Personal Greeting	✓				✓
	Recover Message	✓		✓		✓
	Urgent Message Set		✓	✓		
	Bookmark	✓	✓	✓	✓	

Features by Industry 2



		Travel Agency	Consulting Office/ Real Estate	Insurance Agency/ Transporter/ IT Dealer	Call Centre	SOHO/ Retail Shop
Mailbox Services	Playback Volume and Speed Control	✓	✓	✓	✓	✓
	Playback Pause	✓	✓	✓		✓
	VM Menu Operation on LCD		✓	✓		
	Subscriber Tutorial	✓	✓	✓	✓	✓
	Company Greeting Message	✓		✓	✓	
	Long Message		✓	✓		✓
Message Delivery Services	External		✓	✓		
	Internal	✓			✓	✓
	External Delivery List		✓	✓		
	Company Name Announcement		✓	✓		
	E-mail Integration	✓		✓		✓
	Message Notification	✓		✓		✓
	GSM Message Notification	✓		✓		✓
PC Programming Tool	Custom Service Builder	✓		✓	✓	
	Recording by System Administrator	✓	✓	✓		✓
	Auto Configuration				✓	