



Aspire
YOUR CALL CENTER. OUR CALLING.

OPTIMUS
Call Center

LG-NORTEL

Aspire and Bezeq International are proud to present

OPTIMUS call center

Optimus is A Call Center software for LG-Nortel PBXs, featuring real-time monitoring, historical reports, advanced queue management and innovative integration and applications.

Optimus is especially suited to SMB operations offering your customers a wide range of features formerly found only in large scale Call Centers.

OPTIMUS

Total call management for your customers

Provide your customers with a wide range of valuable applications

Incoming Call Management

Every incoming call is important, some are just more urgent!

Your customers can route and prioritize agent calls according to various parameters such as CLID, DNIS and Database Integration.

Over 90% of customer interface is by phone – more information means better performance and higher customer satisfaction.

Complete integration with LG-Nortel PBXs

Optimus was developed for any LG-Nortel PBX that supports the TAPI interface. These models include ARIA, ipLDK and iPECS.

Optimus utilizes existing LG-Nortel components such as internal voicemail and DKT terminals, and supports all sorts of extensions for the agents – regular, smart, IP and LGN soft-phones. PC-free mode for Call Centers where agents don't use computers, as well as support for Terminal Services and non-Microsoft environments are also available.

Real Time Monitoring

With *Optimus* your customer can share important information such as average service time or number of answered calls in real time.

Multiple real-time screens provide a call center overview with zoom-in capabilities for individual inspection. *Optimus* provides on-the-spot information and helps manage the Call Center effectively.

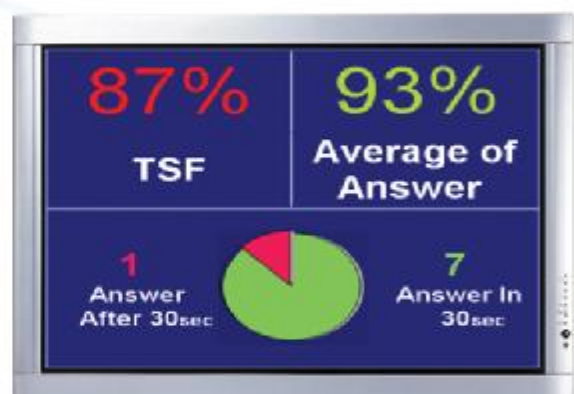
Roaming Agent Profile

Help them keep track of their agents

Optimus manages your customers' agents, not extensions. Agents can log-in from wherever they are, including a remote IP extension.

Agents' activities can be monitored and analyzed regardless of their location.

Optimus enables SMB companies to create a single call center or a multi site operation that acts as a single number, regardless of geographic location, enabling their agents to work from home.



Name	Waiting Time	Max. Waiting Time	Waiting Calls	Offered Calls	Answered Calls	Returned Flowed	Abandoned Default
Customer Service	0	0	0	10	0	2	3
Sales	0	0	0	0	0	0	2

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Screen Pop-ups

Help the agents never "forget" a name or face.

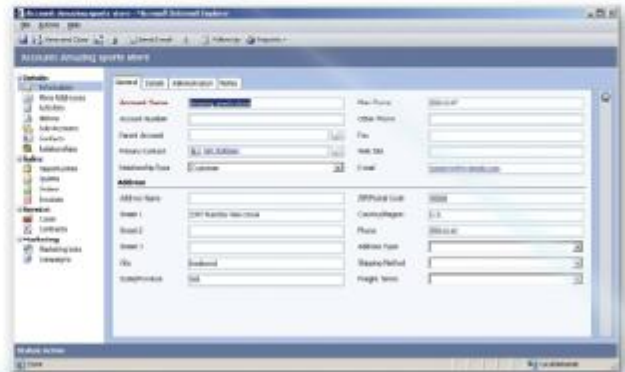
Customer details displayed on screen with every incoming call ensures that every caller benefits from a personal touch.

Optimus provides instant access to any relevant information for quick reference and support with easy integration to any CRM or ERP software.

Unified Reporting

All-in-one and One-for-all report set

Optimus' reports provide a comprehensive view of Call Center activities and are available in browser and MS-Excel format. As the main tool for analyzing and decision-making for the Call Center managers, all reports are concise and to-the-point.



Management

All *Optimus* management is done using a simple web-based GUI. Requiring no installation, the management system can be accessed from any computer, using only the web browser. Agents PCs also require no installation whatsoever.

IVR Capabilities

Optimus offers additional IVR capabilities such as customer ID input, call position, average waiting time announcement, and more complex IVR scripts.

Localization

Full support for all MS-Windows supported languages.

Aspire provides full market adaptation based on distributor requests.

Optimus is a highly competitive product, fine tuned to the needs of your market to ensure customer satisfaction.

Optional Applications:

- ▣ Call Blending – A dialing program by *ASPIRE* that enables automated outgoing calls
- ▣ Automatic return to abandoned calls, "Call back" and "Call Me" dialing via the organization's web site

See *Aspires'* Call Center Applications brochure for additional information.

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