

Alcatel 4610
Welcome your customers
whenever they call



Voice server



Make your telephone reception a key success factor...

Telephone reception is the very first factor in projecting a positive image for your business. Yet even the most efficient staff cannot always find a quality solution in every situation. Imagine, for example:

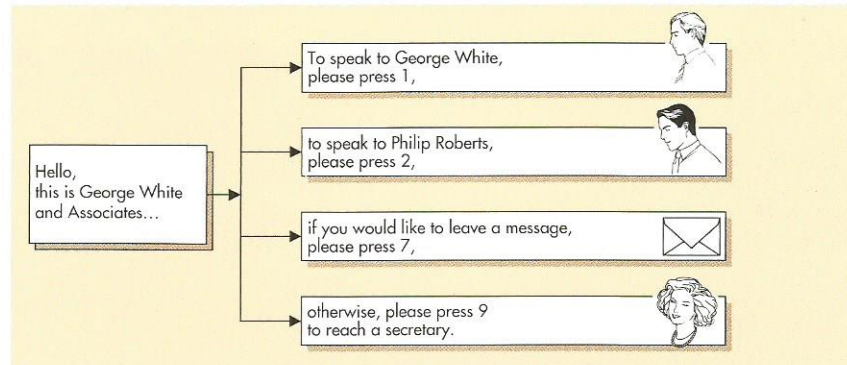
- A customer wants somebody in marketing, but everyone in the department is out on a sales call.
- A customer calls at 6 p.m. with an urgent request, but your switchboard attendant has already left.
- Telephone reception is handled by a secretary who also has other duties, meaning that important calls can be lost.

Fortunately, Alcatel has the solution for small businesses, professionals or departments in larger firms that want a top-quality telephone image and commercial efficiency. The new Alcatel 4610 voice application optimises processing of external and internal calls by integrating Automated Attendant and Voice Messaging functions.

Priority number one: no missed calls from customers

As a professional with demanding customers, you want people to be able to reach you in all circumstances, even during the weekend. Not only does the Alcatel 4610 do away with customer dissatisfaction, it also saves you time and money, answering the phone 24 hours a day, 365 days a year. Whether it's a holiday or 2 a.m. on a Wednesday morning, when someone calls, they receive a pleasant, personalised message. Then they can either leave a message or be routed to another party. Furthermore, the Alcatel 4610 tailors its messages to the time of call (day or night) and your type of business.

Thanks to the Alcatel 4610, your customers always get the right



answer, and your company always projects an excellent image.

New freedom for your callers

Thanks to direct dial numbers, outside callers can generally reach people inside your company fast. But when the person is out or already on the phone, the caller has to hang up and call back. The Alcatel 4610 puts an end to such frustration by providing an alternative to unanswered calls. The calling party can select from a number of options:

- Speak to another (predetermined) person, a colleague or secretary for example (see figure).
- Stay on the line and dial another extension number: the call is automatically transferred.
- Leave a message in a voice mailbox. The caller can listen to the message; validate it or even correct it.
- Or, at any time, speak to the switchboard attendant.

You can also use the Alcatel 4610 greeting message to present your services or products and the organisation of your business.

By giving callers a wide range of choices, the Alcatel 4610 lets your organisation both improve service and make communications as fluid as possible.

Now you can react as fast as the market

In a highly competitive business environment marked by ever-increasing information flows, you need the right information at the right time. Both you and your staff must remain totally mobile, yet always in touch.

The contradiction is evident when you consider that four out of five business calls are not successful the first time. What's more, half of all calls do not require an answer.

Thanks to its voice messaging server, the Alcatel 4610 keeps you communicating and acts as your personal secretary, even when you're out of the office:

- Callers are greeted with a personalised message. They know when you are expected back and can leave a message or, if necessary, reach one of your colleagues.
- When you return, a light on the telephone signals the presence of waiting messages. When you check your mailbox, a voice prompt tells you date and time each message was left.
- You always get your messages, and they are always accurate.
- Messages are confidential, since only the person for whom they are intended can listen to them.

...thanks to a simple, efficient system.

- Unlike written messages left on your desk, you can pick up messages from anywhere simply by calling your phone, and even forward them to another mailbox.

*Example of a personalised message:
"Hello, this is David Smith. Today is Tuesday, May 28th. I will return your call after 5 o'clock. If your call is urgent press * 3 to reach John Taylor. Thank you for calling."*

With the Alcatel 4610, you can always be reached and you're always ready to take action, immediately or as soon as it is needed.

Your investment is immediately profitable because you can better manage your time

During peak business hours people are difficult to reach and switchboard attendants or secretaries are saturated. That's when the Alcatel 4610 takes over to handle routine calls. The caller can route the call directly to the right person, or can always reach the switchboard or a secretary. People no longer have to interrupt their work to answer an absent colleague's phone and leave notes.

Occasionally, the work you're doing simply has to take priority over telephone calls. The Alcatel 4610 lets you focus on an urgent task, temporarily forwarding your calls to a mailbox and making sure you can work undisturbed.

The payback from your Alcatel 4610 is immediate, since people no longer lose time handling routine calls, while caller reception quality remains impeccable.

Personalised call reception has never been so easy

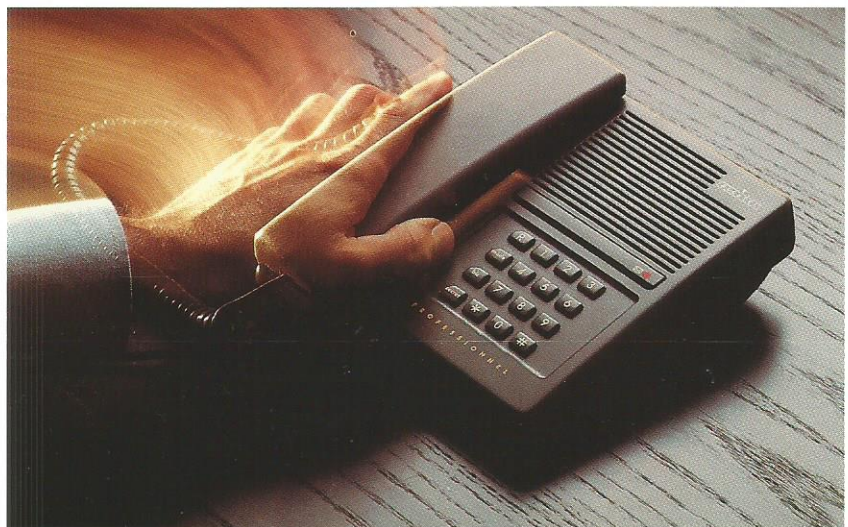
The Alcatel 4610 is easy to use from the moment it is installed. Timely voice prompts guide you through every operation. And to tailor your telephone to individual preferences, the main menus, personal messages and passwords can all be personalised. Management of the Alcatel 4610 system is performed from any standard multi-frequency telephone.

Choose an intelligent system

The Alcatel 4610 may be used in association with any product in the Alcatel business communication range. High-level dialogue between the Alcatel 4610 and the telecommunications system enables advanced and powerful features. For example, callers know the status of the extension requested — free, engaged or incorrect number — thus saving time.

The Alcatel 4610 combines efficiency and ease of use, making life simple for both you and your customers.

A light on the telephone signals the presence of waiting messages.





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