



# CALLMaster IP™

## Deliver New VoIP Services



- CALLMaster IP supports VoIP, Voice over Internet Protocol, and provides advanced IVR, Interactive Voice Response, right over the internet or LAN for greater productivity and lower costs.
- CALLMaster IP™ connects your callers directly to the information they want and people they need, so you can satisfy more customer requests, increase your productivity and reduce your operating costs.
- CALLMaster IP™ works as a smart courteous assistant who efficiently handles a wide range of customer requests in multiple languages. CALLMaster IP™ can look up or update customer records, answer account questions and then connect the sales person for that account to the caller. The built in voice/fax mail and attendant offers advanced features including email forwarding of fax and messages, live caller screening and track-me-down transfers.

## Product Overview

CALLMaster IP™ is the VoIP version of our easy to use CALLMaster server. It provides powerful telephony call automation for your business or organization by combining the six most popular telephony applications in to one easy to use multilingual package:- **IVR, Messaging, Routing, Out Dial, Fax**

Using CALLMaster, you can design cost effective solutions that are customized to meet your business needs. CALLMaster supports powerful IVR, Interactive Voice Response, applications that automate services to your customers and employees: surveys, order entry, customer/account information, audio bulletin boards, group notifications, dictation, fax back of documents brochures, forms, schedules etc. order tracking, and much more.

One of the main advantages of CALLMaster is the utilization of ODBC - Open Data Base Connectivity. This industry standard protocol for interacting with compliant databases allows applications to access and manipulate existing corporate files of customer, products, employees, financial accounts, transactions etc. Using ODBC, CALLMaster can provide a new level of service to the caller. Many labor intensive customer support, order processing and account management tasks can all be handled without human assistance. With "Text to Speech" which converts text from a file into spoken words, and "Automatic Speech Recognition" which understands spoken words in addition to Touch-Tone input, CALLMaster can address many applications traditional IVR systems cannot.

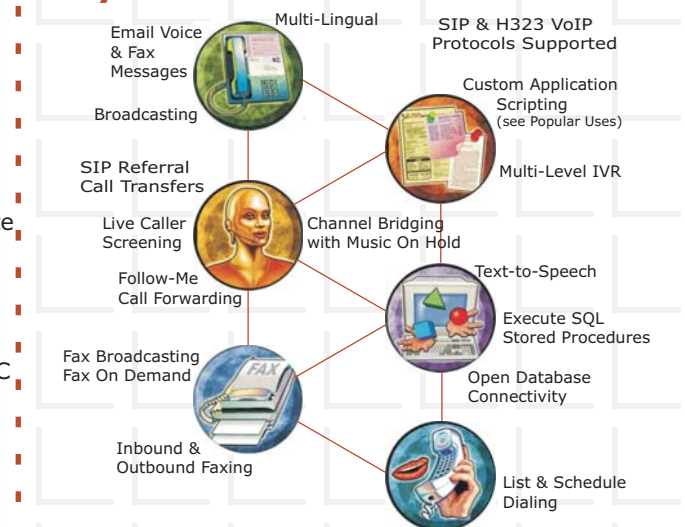
Utilize CALLMaster's Messaging and Routing applications as your corporate or departmental voice mail and attendant. Receive faxes directly to your mailbox, Get your messages and faxes emailed to you. Have CALLMaster track you down at several locations as you travel and announce your caller, to screen calls.

Out Dial to lists of numbers for product announcements, meeting & appointment reminders, emergency notifications.

Built to run on Windows XP, Windows 7, Vista, 2003/2008 Server for reliability, scalability and ease of use, CALLMaster IP™ requires no additional hardware to process VoIP calls from any LAN connection.

CALLMaster IP supports both the H.323 and SIP VOIP protocols and various audio coders and DTMF formats. Any VOIP device can call CALLMaster IP by dialing the IP address of the machine running the CALLMaster IP. By default CALLMaster IP will run in stand alone mode. CALLMaster can also register with a Gateway or Registrar.

## Key Features



## Applications for Every Industry

### Corporate:

- Attendant, Voice Mail, Help Desk with notification schedules & direct call transfers, Sales Support with "Follow-me" & "Live Caller Screening"

### Health Care:

- Coverage Information, Benefits Verification, Test Results, Prescription Information, Appointment Reminder, Plan Enrollment, Surveys, Dictation

### Education:

- Homework Hotline, Admission Status, Attendance Information, Grade Reporting, On-line Testing and Results Delivery

### Utilities:

- Power Outage Advisories, Meter Reporting, Account Status, Bill Collections, Technician Dispatch & Service Status Update

### Manufacturing:

- Product Pricing & Availability Status, Dealer/Store Locators, Recall Notice Information, Order Entry & Status Reporting, Account Status

### Government:

- Court Services, Service Information and Enrollment

### Financial:

- Portfolio Valuation, Virtual Payment Systems, Account Status & Activation

### Travel/Transportation:

- Schedule Information, Crew Scheduling

## Feature Summary



### Messaging

- Email message and fax with or without attachment
- Windows messaging/Exchange compliant
- Various mailbox types (e.g. Administrator, User, Browse, Announcement)
- Password protected mailboxes with Directory Entry and Multilingual Greeting and Name
- Multiple notification records for each mailbox with time and day restrictions
- Private and public distribution lists with Auto and global broadcasting
- Message & Fax Management including:
  - . New & saved message/fax review;
  - . Play same, previous, next;
  - . Save, delete, reply, send and forward;
  - . Fast forward, rewind, pause;
  - . Time, date, and sender of message
- Maximum message length; # of new and saved messages; message storage period
- Review, approve, redo messages
- Message and Fax Activity Log table



### Call Routing

- Independent greetings per line
- Various transfer types based on time of day including supervised, unsupervised, screened & 3-way-calling with alternate actions for unsuccessful transfers
- Channel Bridging with and music on hold
- Centrex, Analog & Digital PBX Integration
- Directory Listing
- Message only extensions
- Time of day, Holiday & Closed day Greetings
- Standard flash hook & Touch-Tone control
- Attendant Activity Log table



### IVR

- Unrestricted number of Audiotex modules
- Independent starting module per line
- DNIS & Caller-ID processing
- CALLBasic scripting for custom application development.
- Major features include:
  - . Process Real-time information from databases via ODBC
  - . Execute SQL stored procedures
  - . Survey callers by appending responses to single message
  - . Dictate memos/briefs with rewind, fast forward, append, redo, Pause/continue controls



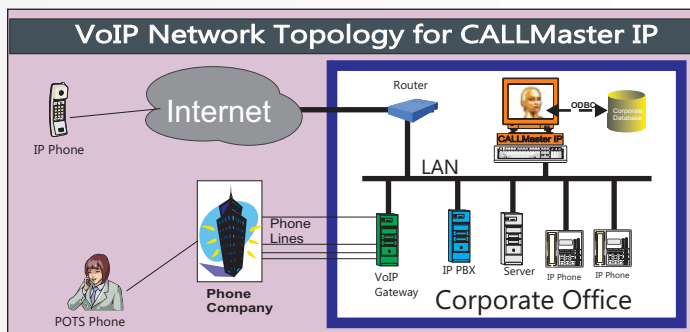
### Out Dial

- Human, Answering Machine, Fax Detection
- Integration with Voice mail, Attendant, IVR for custom campaigns
- Schedule Dialing for time of day & day of week
- Independent campaigns per line
- Utilities for bulk loading of telephone numbers from ASCII files/spreadsheets and integration of Don't Call lists



### Fax

- Fax Back, Fax On Demand & Fax Broadcast
- Inbound fax to mailbox with email notification and phone review.
- Multi-line fax solution



## Popular Uses

### Surveys & Questionnaires

Survey callers and log voice and/or data responses for easy marketing analysis

### Dictation Services

Dictate memos, medical briefs, patient notes, etc., with pause, rewind, fast forward control, and have dictation voice file automatically emailed for transcription service.

### Message Service Bureaus

Offer Voice Mail and Fax Management service. Direct callers to DNIS and ANI specific greetings and menu options, forward messages and faxes as email attachment, notify mailbox owner via cell phone or pager on message receipt, and enable caller to speak directly to the mailbox owner with follow-me capabilities (try another number if current number is busy or gets no answer).

### Emergency / Group Notifications

Broadcast messages and/or faxes, notifying groups/associations of meetings, weather advisories, political messages, or emergencies. Deliver generic or custom messages initiating calls from any phone. Schedule calls with day of week and time of day schedule and retry capabilities.

### Reminders

Call customers to remind them of their appointments, scheduled deliveries, returns (e.g, videos), request & log positive/negative confirmation to minimize follow-up. Deliver generic or custom messages. Schedule calls with day of week and time of day schedule and retry capabilities.

### Audio Bulletin Board / Talking Yellow Pages

Provide callers information based on their selection (e.g. real estate listings, job postings). Allow callers to hear details with the ability to fax documents if requested.

Get notified immediately or let caller connect directly to agent to optimize leads.

### Call Router

Connect callers to individual parties or call center agents based on DNIS, Caller ID, input from caller or customer criteria obtained from caller's database record.

Callers can be redirected to a different location based on time of day or day of week. Great application for Calling Cards or to analyze the effectiveness of their advertising by using different call numbers in various ads.

### Dealer/Store Locators

Allow callers to locate service providers (e.g. stores, dealers, restaurants) based on proximity to their area code or zip code. Allow caller to get details, directions and connect to the selected party.

### Account/Billing Information Access, Activation, Delivery and Update

Provide caller account/financial information based on their account number and password. Enable them to make payments or activate services, with status updates. (e.g. Account / Financial Information, Product Recall Notices and Instructions, Card/Account Activation)

### Employee Information Dissemination and Update

Facilitate information dissemination to employees such as work schedule, available over time. Allow employee to confirm attendance, select sick or vacation days, and overtime consideration.

### Order Processing and Status

Get customer and product number, provide product descriptions using text to speech and reserve from inventory, validate customer billing and shipping details, get credit card information and log information for order processing.

### Customer Service/Trouble Ticket Tracking

Query customer for service problem, return requests, then log the information with a ticket tracking number provided for follow-up resolution.

### Time Clocks

Callers/Employee call in from the job site to log their arrival and departure times, as well as update job status as required. The Caller Id can be validated using a client database to insure caller at valid site.

### Dating/Matching Service supporting Telephony Enabled Websites

Allow members to review their messages, send messages to and directly contact other members based on criteria such as gender, preference, age, zip code, etc. This service work with telephony enabled websites.

### System Administration:

- Multi-Windowed graphical interface
- Real time control
- Individual line control for Stop, Start and Change application
- Open architecture with SQL Database

### System Requirements:

**Operating System:**  
Win XP, Win 7, Vista,  
2003/2008 Server

**Processor:**  
Pentium 1GHz w/ 1 GB RAM.

**IP Protocols Supported:**  
H.323 and SIP VOIP protocols and various audio coders and DTMF formats.

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