



# ***The Hyperphone Contactor***

***Multimedia communications solution  
telephony, SMS, fax, e-mail, post...***



***Better, faster, cheaper contact***



# A market in search of communications solutions

**Whether it's for marketing and commercial purposes or whether you're looking for efficiency, for today's companies and management the need to transmit targeted and personalised messages is widespread.**

To deal with this situation OXONE Technologies have developed the Hyperphone Contactor, a multi-channel interactive platform for rapid and efficient transmission of interactive personalised messages (voice messages, SMS, MMS, e-mail, fax, post to specified destinations). Designed in the 90s for the growing needs of the big service providers in companies, the Hyperphone Contactor is a reference point nowadays.

One of the keys to this success is that it is very reliable and easy to use as well as offering a widely available client support service.

There are three immediate advantages:

## **They work better, faster and cheaper!**

Users of the Hyperphone Contactor quickly adopted it and incorporated it in their work procedures. Many of them have even incorporated it in their information system (ERP or professional software package) or their client relation management tool (CRM).

OXONE Technologies is of interest to all companies and service users, like IT editors, likely to use the Hyperphone Contactor as the contact function of their software.

## **Boost the performance of organisations**

The Hyperphone Contactor is useful for any organisation that would like to improve its work procedures, to increase the reliability and the responsiveness of their client contacts, to increase their productivity, to achieve good tracability of their communication flow and to improve their image by the quality of the service.

Below are some examples:

**Recruitment** - After an urgent request from a client, a temping agency needs to contact qualified profiles in its database quickly with a message directing the interested temps to the agency, and others towards entering data acquisition in the client base.

**Distribution** - A client requests a book in a bookshop. Once the product arrives, the bookshop's information base triggers a call to its client, informing him/her that the product is available by a voice message giving the title of the book and specifying the place of receipt.

**Financial market** - Following movements in market values, whether up or down, a warning is sent to clients to inform them and enabling them to get in touch directly with their advisor for advice.

**Insurance** - A company sends a voice message before the anticipated expiry date reminding the policyholder not to forget to pay the premium. If there is no response, a formal notice for payment is sent automatically.

## **Increase efficiency**

Every time you phone, you can be faced with one of the following six counter-productive incidents:

- engaged tone,
- no reply,
- answer phone (50 % of calls)
- wrong number (5 % of calls),
- not the right person,
- person there but not interested.

The Hyperphone Contactor ensures intelligent automation of your contacts. With its multi-channel contextual and interactive principle, it adapts its method of communication to your choice of parameterisation for your calls campaign.

# How the Hyperphone Contactor works

**The Hyperphone Contactor's ergonomics have been designed so that you can just carry on with your business. You don't need to install anything on your computer system once you are connected to the distant secured platform; you give the file parameters, the messages and the call regulations depending on your schedules and the Hyperphone Contactor does the rest! It will regularly inform you of the progress of your operations and show you the data to update in your files.**

**The "Export Module"** enables your client files to be exported or input directly by the telephone interface, mail, in ASP mode, via Intranet...

**The "Keeper Module"** ensures the file's consistency and validation of access rights.

**The "Expert Module"** enables:

- optimisation of the campaign by spreading the costs across the different call platforms.
- costs to be minimised for the contact by choosing the routes of the calls (choice of operator according to the parameters: addressee / type of terminal / day and time of call) = Low Cost Routing.

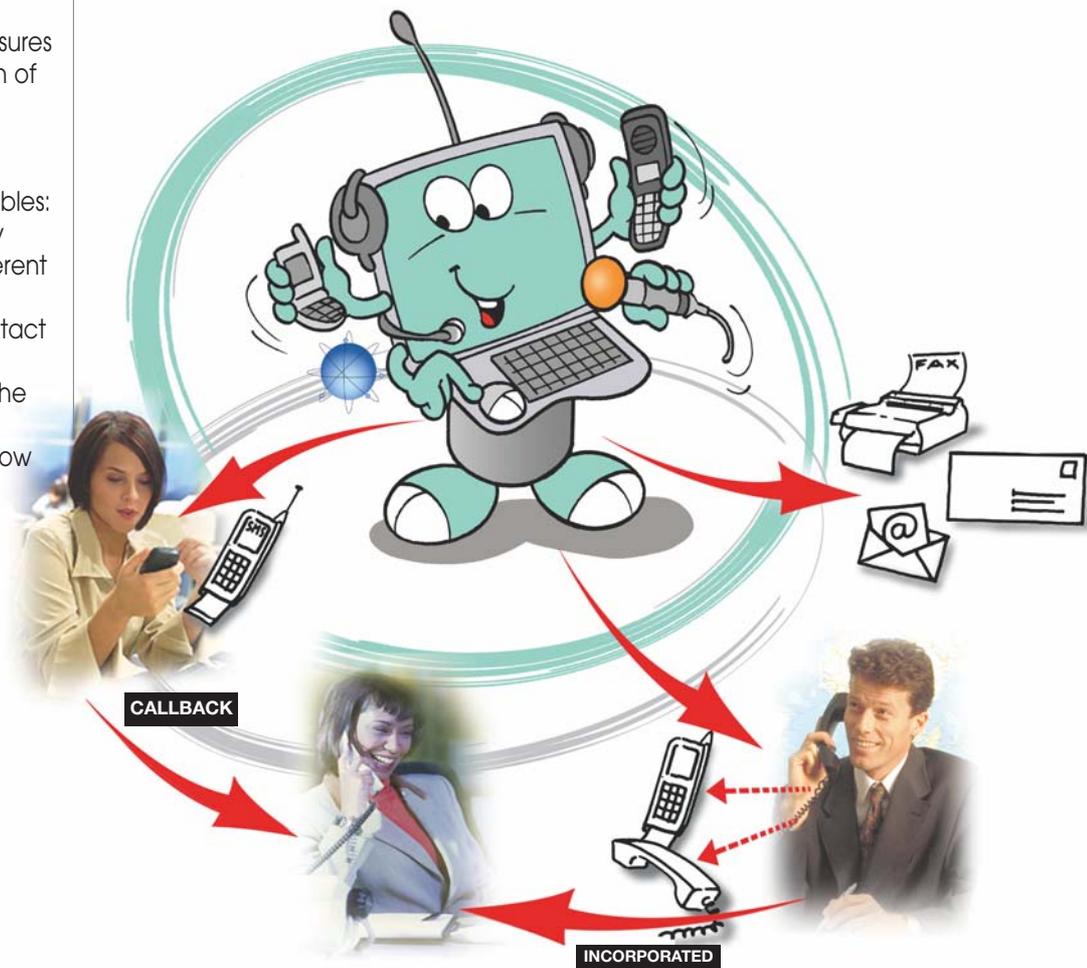
- the choice of medias to be adjusted depending on your pre-established call regulations (opening and closing the point of presence, whether calls are transferred or not, residual coefficient), setting up the Repeat mode (calls in cascade or parallel on the different medias).

**The "Outgoing Calls Module"** enables the campaigns on the different medias to be managed and launched, depending on the consistency of the call regulations defined and the different choices of the Expert module.

**The "Call Report Module"** uses two methods to manage reports on calls:

- the Recorded mode, circulates call reports at pre-defined times.
- the Consultation mode enables monitoring in real time by displaying and controlling the flow and statistics of calls.

**The "Import Module"** sends the results of qualified calls to your information system to enable it to be updated.



# A relational tool that adapts to your needs!



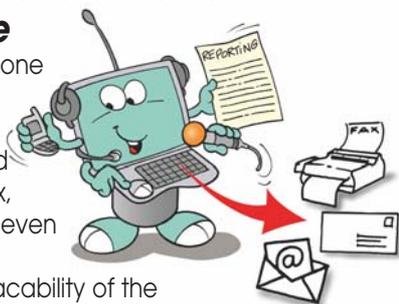
## Voice message

When you want to send a standard or personalised voice message you can give your client the opportunity of being put in touch directly with one of your service operators or asking him/her to use the telephone keypad to key in information that will be stored in your information base.



## Mail, fax or electronic message

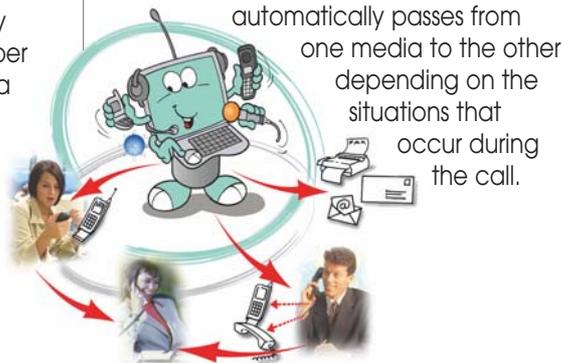
The Hyperphone Contactor can also be programmed to send a fax, an e-mail or even a letter, with complete tracability of the information.



## Resume mode for optimised contacts

Programming the Hyperphone Contactor in Resume mode gives you every chance of contacting all your clients.

This mode consists of parameterising the Hyperphone Contactor so that it automatically passes from one media to the other depending on the situations that occur during the call.



## SMS

If you programme your message to be sent by SMS, your client will receive his/her standard or personalised message with the option of directly calling back a number of your choice with a direct telephone exchange.



### Below are three illustrations:

#### **Prioritise the urgency of the contact...**

Initial call by SMS. If the SMS is not distributed, the Hyperphone Contactor tries to leave a voice message on the mobile. If there is no reply on the mobile, the Hyperphone Contactor calls the fixed line...

#### **Prioritise the cost of contacting...**

Priority is given to the call to the fixed line. If there is no reply -or if it goes to answer phone, the Hyperphone Contactor switches to SMS mode. If there is no reply or if it goes to answer phone, the Hyperphone Contactor then calls the mobile number or sends an electronic mail...

#### **Prioritise the transmission of the message**

When there is no response to attempts to send the voice messages to fixed lines or mobiles, the Hyperphone Contactor activates despatch of a letter by post.

## Save time... lots of time

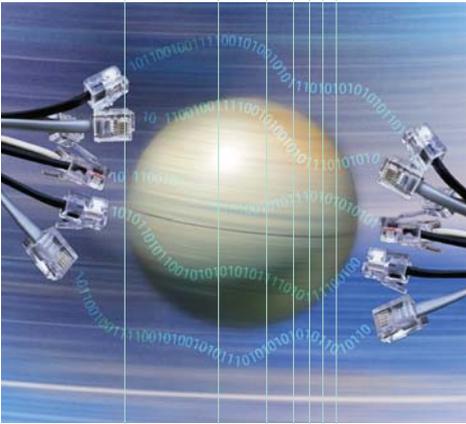
An analysis of 44 million calls shows that a business telephone call lasts an average of 1 minute and 54 seconds. An operator spends 3 hours and 10 minutes on the phone for 100 calls. With the Hyperphone Contactor, 5 minutes is all that is needed to programme these 100 calls; after that the Hyperphone Contactor manages all your calls.

**That's the equivalent of a saving of 3 hours and 5 minutes of the operator's time - for every 100 calls!**

## Cut costs

The thousands of operations dealt with by the Hyperphone Contactor show a large saving on telephone costs and even more on staff costs compared with conventional methods of calls made by an operator. In a telephone campaign with a telecom operator, about 20% of the cost is for the telephone calls and 80% for staff. Similarly, when contact by telephone or sms can effectively replace a letter, the Hyperphone Contactor saves you postage and handling cost for posting, whilst allowing interactivity with the client (immediate telephone response, for example).

# Principle and benefits of the Hyperphone Contactor



## The performance of the Hyperphone Contactor combines three things:

- access to OXONE Technologies' multi-channel distribution service, via secured intranet or by telephone,

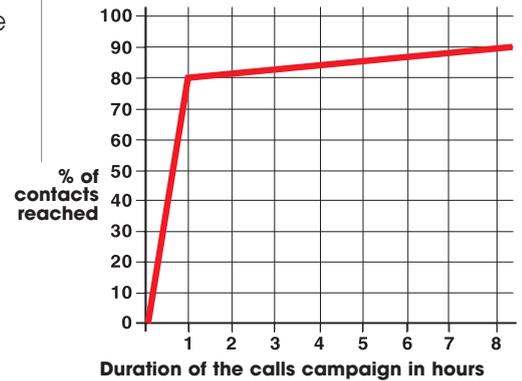
- a database of qualified contacts,
- a personalised message or one from a library that is parameterised for each client.

Made on the basis of a distributed and entirely modular structure, the Hyperphone Contactor's platform meets all the requirements of:

- reliability, with its distribution system which avoids any possible local failures,
- upgradability, by providing applicative modules adapted to each client, with speech synthesis and voice recognition,

- flexibility, by sharing lines and telecom networks to deal with rising costs.

## 80 % of your target contacted within the first hour



# Client Support, key part of OXONE Technologies' service

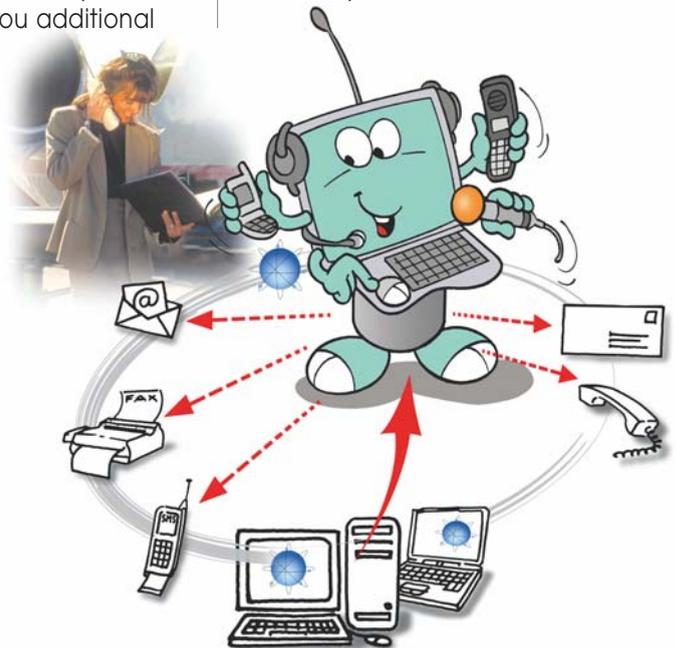
**From the first contact to on-site training after delivery, everything is organised so that you make the most of the Hyperphone Contactor. The Client Support team plays an essential part in this relationship.**

To respond to the demands of our European clients during working hours, OXONE Technologies has set up a

Client Support platform that enables you to resolve any problems encountered.

In the early stages Client Support also helps you to parameterise your operations or gives you additional training.

Its aim is also to personalise statistics, reporting tables and invoicing so that you can operate and manage your call campaigns in a steady and clear way.



# **OXONE Technologies leaders in the field of client communications solutions**

**OXONE Technologies is a subsidiary of the Jet Multimédia group, experts in online applications and company information, part of the NeufTelecom Group, second telephony operator in France and major international player in the telecommunications and services domain.**

By combining their expertise, OXONE Technologies and Jet Multimédia have created a European reference for multimedia platforms for incoming and outgoing calls, in particular using the

latest technology for speech synthesis and voice recognition. With the involvement of the Jet Multimédia/ NeufTelecom group, OXONE Technologies offers its clients new technological and economic prospects.

New features are added to the solutions for outgoing calls and combine with managing incoming calls (Jet Multimédia expertise). Voice applications are becoming widespread.

Shared research and development methods are accelerating innovation and consolidating the technological advance already witnessed. This growing alliance is also practically like offering the world the creation of new international platforms.

Of course, with this will to achieve, OXONE Technologies confirms its commitment to the quality of human relations, to always listening to its clients and the efficiency of its responses and requirements.

## **OXONE Technologies is also:**

### **A Web Conference**

"An ASP platform for collaborative work enabling meetings to be organised, teams to be managed and distance learning to be organised. Create your multi-user events to communicate (Voice/IP), see each other and work on shared applications."

### **Click-Time**

Solution for micro-payment by internet, audiotel or SMS, enabling you to develop on line services.

### **Tool Box**

Tool box for generating applications for the general public (games, voting, multimedia chat...)

### **Telemax/Audiomax**

Platform to host minitel and audiotel services for professionals and the general public. Integration of word recognition and speech synthesis.



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OXONE Technologies is a branch of the  JET MULTIMEDIA group