

PERFECT
COMMUNICATOR

The
Right Message
to the *Right People*
at the *Right Time!*

TELECO[®]
More Than Just Talk





The Perfect
Solution for
**Proactive
Marketing
and
Advertising
Message
Delivery.**



PERFECT COMMUNICATOR



The Message Delivery System that puts you in control of *where, when* and *how* your message is presented at every location in your network... *all from a single location.*



MARKETING MESSAGES DELIVERED WITH PIN-POINT ACCURACY

PERFECT COMMUNICATOR allows you to schedule prerecorded messages for targeted delivery at specified times, whether it is an overhead paging announcement, message on hold, caller targeted message, or even a main greeting. Using the MCS Client you can drag and drop audio files into time slots, as well as construct custom lists to distribute updates to every location from one centralized server.

CENTRALIZED MEDIA COMMUNICATION SERVER

You create and control custom lists based on the information needed for each location or area. The Media Communication Server (MCS) receives and stages the updates you design for every location. PERFECT COMMUNICATOR downloads the information from this single point of distribution automatically.

AUTOMATIC UPDATING

PERFECT COMMUNICATOR remotely checks the MCS daily for any available updates. It downloads any new updates to the remote location and loads the new content. All errors and raw statistical data are sent back to the MCS and can be viewed via the MCS Client.

OVERHEAD PAGING

Pre-recorded information can be played on the telephone system's overhead pag-

ing system. You can select the time of day to play announcements such as daily specials, promotions, or extended hours to everyone at the same time.

WIRELESS CALL POINTS

Wireless call points allow customers to ask for assistance from any location in the store by simply pressing a help button. Now your associates can respond to customers at their request when they need it most.

MUSIC ON HOLD AND/OR BACKGROUND MUSIC

PERFECT COMMUNICATOR can be plugged directly into the music on hold and/or background music port of your telephone system, so your customers can hear pre-recorded music or messages. You choose what and when to play music on hold and/or background music over your paging system.

FULL-FEATURED CALL PROCESSING

The automated attendant feature can be tailored to your business, with the ability to answer calls simultaneously, and provide multi-level voice menus, transfer announcements, directory assistance, 24/7 information distribution, time of day company greetings and much more.





The *Perfect Solution* to get customers to their table.



VOICE MESSAGING

Give your employees the ability to take calls when they are helping other customers and return those calls in a timely manner. The messages can even be sent to any email address as a .wav file.

CUSTOMER SUPPORT MAILBOXES

Make sure you're always in touch with your call-in customers by allowing your customer to leave you a voice message and have it delivered to an email address as a .wav file. For example, if you have a customer service office responsible for nationwide support, PERFECT COMMUNICATOR can forward all voice messages left at all locations to a single email address for processing. These messages can also be copied to supervisors or regional managers to keep them informed.

LOCAL AREA PAGING

Restaurants can be sure their customers are being attended to efficiently by using patron pagers. Likewise, any business can give their employees text pagers to notify them when a customer needs assistance or when they receive a call.

CALLER TARGETED MESSAGES

PERFECT COMMUNICATOR can play a specific announcement to a caller based on the destination they select. Now you can market your latest promotion directly to a caller. For example, a customer calls a site and selects the choice for "Televisions"; you can have them hear a promotion on high definition televisions.

MANAGE CUSTOMER FLOW

PERFECT COMMUNICATOR helps restaurants locate their customers and minimize wait times by seating customers quickly and efficiently. With a simple call to PERFECT COMMUNICATOR you can page any waiting customers.

MONITOR RESPONSE TIMES

PERFECT COMMUNICATOR can generate reports based on wait times, such as when customers turn pagers in due to extended wait times or when customers ask how long the wait is and then leave. You can also run reports to evaluate your employee response times when using the Wireless Call Points.

TAKING CONTROL

PERFECT COMMUNICATOR gives you peace of mind knowing that all your efforts are going to the right people at the right time. Even the best ideas delivered to the wrong audience are a waste of time and money. With PERFECT COMMUNICATOR we've taken the guesswork out of on-hold and in-store marketing messages by putting you in control of their delivery.

MAKING IT EASY

The MCS Client is an easy to use Windows® based application that lets you construct custom lists and schedules for every location for download from the central Media Communication Server. Great marketing targeted at the right audience leads to one thing... more sales and growth. Adding new locations is simple via the MCS Client.



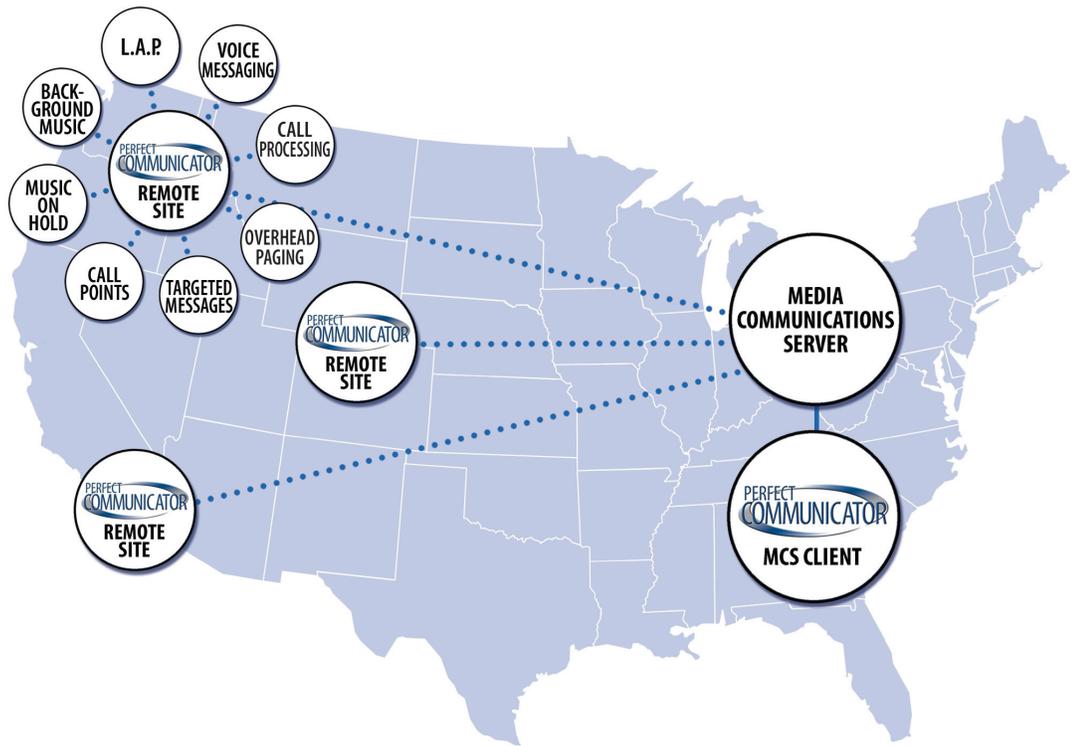
The ability
to use a
single centralized
**MEDIA
COMMUNICATION
SERVER**
and the
MCS CLIENT
to make all updates
for every remote site
is what makes
**PERFECT
COMMUNICATOR**
the Perfect Solution.

NEED A LITTLE OR A LOT?

PERFECT COMMUNICATOR is the system that fits your needs. It can grow when you grow whether you have a few locations or thousands. With PERFECT COMMUNICATOR you pick the features you need. You can easily add additional features as you grow. It's the perfect custom solution for any type of business.

PERFECT COMMUNICATOR

Getting the Right Message to the Right People at the Right Time. That's what **PERFECT COMMUNICATOR** helps you do. We believe it's the PERFECT SOLUTION for you!



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