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PRODUCT GUIDE

June 2018

Consultancy and Project Management

NEXTEL understands that every business is different. Businesses should not fit around theircall tracking, call tracking must be adjusted to fit the business. As the first call tracker in Australia no one can boast more experience than NEXTEL, and we want to use that experience to help you accomplish your goals.

We offer everything from consultancy and advice, to complete solutions architecture and project management. NEXTEL can take your business from being a call tracking user to being the gold standard.

If this product guide starts to feel a little daunting or you are not sure how to best leverage these features to your advantage, reach out to our friendly team to learn more about how we can help you take your call tracking where it needs to be. Unleash the full potential of what call tracking has to offer your business.

Can't Find What You Need?

NEXTEL has a lot of features in development at any one time, just because you don't see it in this list doesn't mean we don't have it. If you don't see what you need in this document, give us a call and discuss what you would like your call tracking to accomplish.

API Suite

For those who want to take complete control of their call tracking, or even become a call tracker themselves, NEXTEL has a comprehensive API suite to suit a wide range of requirements.

Comms API

This API allows you to automate your communication tasks. Initiate phone calls, as well as send or receive SMS from any system or on any device.

Provisioning API

Get the full power of NEXTEL at your fingertips. Create and manage accounts, users, and services. This API allows you to fully automate all of your call tracking needs.

Reporting API

Use your data your way. Call for your NEXTEL data at any time, and implement it into any system you need.

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Online Portal

The NEXTEL portal is a staple for all clients. Offering a goldmine of information about your company's call activity. Using the NEXTEL Online Portal our clients have been able to experience surprising business growth by leveraging key data about their calls.

The data is uniquely your own, and will give you a distinct advantage over your competitors who are without this information.

Get insights into:

- How many calls are being missed
- How your team's conversations are tracking with clients and customers via call recording and evaluations.
- Which marketing channels are giving you the best ROI
- Where your callers are located
- What online activity they were engaged in before making the call
- Peak call times in your business
- Which members of your team are superstars, and which need training

Brand The Portal For Your Clients

Providing call tracking for your clients? The NEXTEL portal can be white labelled with your logo and colour scheme so that your clients get a consistent experience with your service.

Integrations

The need for data grows ever stronger, and with more data has come more systems to manage that data. Consolidation is key for businesses that want to compare and make sense of the vast troves of data at their disposal, and make timely and important decisions. With this in mind NEXTEL has integrated with a wide range of reporting platforms and CRMs, to ensure that your data is where it needs to be for you to get the most from it.

Our list of integrations is too vast to include in this document, and is ever growing. A team of dedicated experts are ready and waiting to ensure that if we do not already have an integration for the platform you use, we can build one. Get in contact with your account manager to see how we can get your data where it needs to be.

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Tracking Numbers For Every Need

The types of numbers you present to your clients says a lot about your business. NEXTEL offers a wide range of number types so that you can present the right image for your business.

Number Types

- Tollfree (1300)
- Freecall (1800)
- Premium (13)
- Geo Local (landline)
- Mobile
- International (contact your account manager for the countries available)

Outbound Call Tracking

Need to track your outbound calls as well as your inbound? NEXTEL has a range of solutions to suit any business.

Portal Dialler

Your portal users will receive a pop-out dialler icon, and can make their calls straight from the portal. With the added benefit of autonumber population, returning missed calls is as simple as a click.

DONA

NEXTEL's DONA feature gives you the power of the NEXTEL dialler, without the need for portal access. We assign a tracking number for your users to call from, and prepare a white list of numbers that are permitted to make calls.

If a whitelisted number calls the tracking number, they will be presented with a dialtone and cancall out to numbers within their authorised country. Anyone not whitelisted can be routed as you choose, so return callers can be directed as normal.

SIP Lines

The ultimate call tracking solution, NEXTEL SIP lines eliminate the need for an answerpoint. Instead, NEXTEL will supply SIP credentials and you can start making and receiving fully tracked calls instantly via your internet connection.

Smartphones

Most smartphones today have built in SIP functionality, and where they don't there are many quality apps to give you this ability. Add your NEXTEL credentials and take your call tracking with you wherever you go.

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PCs

There is a range of quality softphone software available for every PC. Select the softphone of your choice, plug in a headset and microphone, enter your NEXTEL SIP credentials and start making calls.

Desk Phones

In today's offices, the majority of desk phones are SIP capable. Enter you NEXTEL SIP credentials and start trackinCalg your calls the way they were meant to be tracked, with no extra steps, portals, or change to your call handling behaviour.

NEXTEL Cloud Based Call Centre (NRTIC)

NRTIC is a cloud based call centre solution providing extended call queuing capabilities as well as real time stats on call centre agents. No longer the territory of expensive phone systems, NRTIC lets any business take a holistic approach to call tracking.

NRTIC carries all of the standard features a business would expect from a call queueing system and the fact that NRTIC is cloud based adds many more benefits like offering support for agents working in multiple locations significantly reducing costs.

NRTIC gives you the ability to:

- Improve customer experience
- Measure how your agents are spending their time
- Optimise conversion rates
- Reduce missed calls
- Scale for peak periods
- Gather marketing intelligence
- Control remote offices
- Access the system from anywhere in the world

NRTIC integrates easily with all other NEXTEL features. For the best effect, combine NRTIC with an NEXTEL SIP line to give the smoothest experience and a complete look at your business.

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Call Evaluation

NEXTEL's call evaluation tool allows businesses to score inbound and outbound calls, giving invaluable insight into the content of your calls.

Benefits:

- Find areas of improvement inside your current processes
- Identify client needs and requirements
- Improve team driven systems
- Measure the sales value of calls
- Assist in training and development of call handlers
- When combined with NEXTEL's dialler or ARTIC, have the evaluation form popup so it can be completed by agents while the call is live.

How it works:

1. Decide on the key criteria that a successful call should have.
2. Decide on who will score the calls.
3. We embed your criteria into the call evaluation form, and give authorised team members access to edit and adjust as needed.
4. Score the calls using a 3rd party or your own teams.

With this new data, you will have tangible evidence on which key areas need improvement and what your clients are calling about.

Call Evaluation Plus

Get all the benefits of call evaluation, with the addition of having NEXTEL evaluate your calls for you. Reduce the time and effort spent in gathering vital information on your callers.

Call Filtering

Route your calls based on the calling line. This allows you to do everything from blocking nuisance callers, to prioritising key clients.

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How it works:

1. NEXTEL looks at the calling number (able to arrange even for a private caller). Based on your criteria NEXTEL can look for a partial match (callers starting with 02 for example) or a complete match (i.e. the caller must be 0212345678).
2. If the caller matches your criteria they are redirected to an alternate answer point or route.
3. If the caller doesn't match, the call proceeds as normal.

Call Forwarding

Simple and effective, call forwarding allows any incoming calls to be directed to a secondary answerpoint when the initial answerpoint is busy or otherwise unable to answer. This feature allows you to create simple overflows, or complete line hunts through multiple overflow points.

Benefits:

- Reduce missed call rates by opening callers to more contact points.
- Fully customisable timeout periods lets you control when callers move to the overflow point.
- Combine with call rotation to create a simple way to evenly distribute calls amongst a team.

Call Outcome

NEXTEL's Call Outcome is a unique feature which allows companies to use their telephone keypad to enter in the outcome of each call.

Benefits

- Program multiple questions relevant to the company's goals.
- Learn how much revenue is generated from each call.
- Track your marketing spend all the way to the end sale.
- View all data in NEXTEL's Portal or have the call data sent straight into your analytics platform of choice (ask about our software integrations).

How it works

At the end of the call an Interactive Voice Response (IVR) is triggered giving the team member a series of options to choose from. Their selections are captured, and this data is then immediately available for review. Gather valuable information such as:

- Sale dollar value
- Confirm appointments generated
- Product ID enquired about or purchased
- Flag problem calls, or calls where client concerns were resolved

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Call Survey

The call survey feature collects caller feedback after the call is finished. Have your agents request the caller hold the line after the call. When the agent hangs up the caller will be taken to an interactive questionnaire, giving them the opportunity to rate the call and provide feedback on their experience.

This can be as simple as rating a call out of 10, or as detailed as leaving a recorded message and everything in between.

Call Recording

A staple in call tracking, and an important tool for any business. Recording calls allows businesses to:

- Monitor and sharpen a team's call handling skills
- Listen to real life sale and service calls
- Review caller feedback
- Determine the ratio of qualified and unqualified calls generated by an advertisement
- Re-contact mishandled callers and convert them

Traditionally a feature requiring a phone system, NEXTEL allows you to do all of this with no additional hardware or software.

Call Transcription - Scribe by NEXTEL

Get instant visibility on your call content. NEXTEL's scribe passes call recordings to an AI, which listens to the recording and transcribes the conversation into text. This allows you to:

- Convert speech to text rapidly
- Automatically enter client conversations into CRMs and 3rd party systems to ensure a full log of communication is captured.
- Identify conversational keywords to help with your paid search advertising.
- Get a full understanding of what your clients are talking about without having to spend hours listening to recordings.

Call Rotator

NEXTEL's call rotation allows you to evenly distribute calls amongst your answer points. Each caller will be passed to a different answerpoint number, until we have cycled through all of your answer points. Once all answer points have received a call, the cycle starts again.

Combine with Call Forwarding to create a powerful yet simple line hunt to not just evenly distribute calls, but also lower missed call rates.

Call Whisper

The front end of a business takes many forms, and it's important to ensure that clients are greeted appropriately. NEXTEL's whisper is an automated announcement that plays to the receiver of the call before the caller is connected, giving them vital information about how to handle the call before they engage with the caller.

This is also an ideal solution for franchisors, resellers or directories. Whispers can help reinforce the value of the leads you are generating for your clients. Let clients know that you have generated this call for their business.

Click to Connect

NEXTEL's click to connect gives your web visitors the ability to make a FREE and immediate call to you, all whilst eliminating private callers.

QR Codes

Click to calls are ideal for implementing with a QR code, for those who want to add a little extra flare to their print ads or have some real world material for their clients to interact with. NEXTEL can assist in providing QR codes that make use of our click to call functionality.

Here's how it works:

1. NEXTEL supplies the code for a button to be placed on your site.
2. The visitor clicks the button, and is presented with a web form asking them to enter their phone number and click the "call me" button.
3. As soon as the "call me" button is clicked, a call is placed to your customer immediately and as soon as they answer we connect them through to you.
4. If the call goes unanswered, you will receive a missed call notification

Benefits:

- Quick response time = revenue. The likelihood of qualifying a lead if called within 5 minutes is 21 times higher than waiting 30 minutes. Nothing is faster than immediate once that call me button is clicked.
- Get to them while they are still on your site.
- The prospect is still able to recall the products they are interested in.
- Easily customisable to suit your brand and style.

Dynamic Number Insertion

NEXTEL provides a number of services to assist with tracking online leads, allowing them to understand more about the campaigns or keywords that led to the conversion, and make important and timely decisions with their campaign management and keyword bidding. This is accomplished by swapping out phone numbers on your website based on where the site visitor arrived from.

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How it works:

1. NEXTEL's code is installed on site. This can be done directly, or via google tag manager.
2. As a user visits the site, the NEXTEL code determines where the visitor arrived from and displays an appropriate phone number.
3. The user makes a call, and the full details of their online visit are logged and displayed in the NEXTEL portal.

Customisable To Suit Every Need:

Medium Tracking: Cost effective and reliable, NEXTEL's dynamic code can track the advertising medium that generated your site visits. Know for certain how your callers found you online.

Campaign Tracking: With an extra step in configuration, NEXTEL's dynamic code can track individual campaigns. When there are multiple paid campaigns running, it's always beneficial to know which are giving you the best returns.

Session Tracking: For lovers of detail, session tracking gives you the ultimate in online tracking. Tracking not just advertising mediums or campaigns, but individual users on your site. Marry a call back to a user's profile to map out the complete customer journey.

Do It Your Way: With NEXTEL there is never a need to fit your business to your call tracking. Mix and match all of the above to suit your needs. Track individual sessions for your paid ads, various referral campaigns, and keep an eye on your organic medium and direct traffic. We will match your goals and empower you with the data needed to achieve them.

Time Based Routing

Direct incoming calls to any answerpoint during specific times of the day or on special dates. Ideal for businesses that need to ensure staff adhear to a schedule, change answerpoints throughout the day, or who want to make sure clients are managed appropriately after hours.

Route calls based on:

1. Business and after hours.
2. Weekends.
3. Special events.
4. National holidays.
5. High-volume times.

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Exchange Based Routing

NEXTEL's exchange based routing (EBR) allows you to automatically route calls based on the callers location.

Here's how it works:

1. You list the branches that will be receiving calls.
2. The caller dials your number.
3. NEXTEL detects the exchange location they are calling from.
4. The caller is routed to the branch closest to that exchange.

Allocate which branches should receive calls for which areas based on your franchise agreements, OR take advantage of NEXTEL's powerful closest match system. NEXTEL will measure the distance between your callers and your branches, and direct callers through to the closest branch.

Postcode Prompting

NEXTEL's postcode prompting is perfect for companies that have multiple locations and want to make it easy for customers to find their branches. Callers are greeted by a message inviting them to enter their postcode. Once entered our routing engine transfers the call to the branch identified as servicing that area.

For the best effect, customise your welcome message to give clients a personal touch. Allocate which branches should receive calls for which postcodes based on your own preferences, OR take advantage of NEXTEL's powerful closest match system. NEXTEL will measure the distance between your callers and your branches, and direct callers through to the closest branch.

Pin Based Routing

Pin based routing operates just like postcode prompting, with the exception that the code entered by the caller is a custom pin code determined by you. This could be an account number, or product code to help you identify who called and why, directing callers exactly where they need to be.

Codes can be preset, and can direct callers to different routes or answer points, or simply digits to be collected from callers to help you report on what your callers are after.

Instant Missed Call Notifications

Missing a call is never an excuse for missing a lead, but timing is crucial. NEXTEL's missed call notifications is a simple yet powerful tool that gives you the opportunity to contact, qualify and convert more leads.

- Plug leaks in your sales funnel
- Opportunity to re-engage a lead while they're still hot
- Professional positioning: few businesses call missed calls back
- Use data: see the ad source number, time, date etc...

How it works:

As soon as a call is missed, NEXTEL's system captures the data, including and voicemail recordings, and sends it straight to the appropriate person or team via email or SMS.

Brand it to suit your needs:

Fully customisable, these notices can be styled to suit your business and will give you:

- Time and date of the missed call
- Calling Number
- Answer Point (i.e. the party that was to receive the call)
- The advertising source that generated the call
- The Caller's location
- Status of the call (i.e. busy, missed, abandoned etc...)
- Recorded Voicemails

Smart Call Notifications

Missed calls are important, but they aren't the only calls that businesses need to be aware of immediately. Smart notifications lets you define what kinds of calls you want to be made immediately aware of, and lets you know as soon as these calls occur via email or SMS.

Decide what calls you would like to be notified of based on a single criteria or any possible combination of:

- Communication type (be notified of SMS for clients utilising NEXTEL's virtual mobile numbers, or calls)
- Call direction (inbound, outbound or both)
- Call Status
- Call Duration (less than, greater than or a combination of both)
- Talk Time (talk time less than, greater than or a combination of both)
- Tracking Number
- Answerpoint
- Calling Number (give priority treatment to key clients)
- Include or ignore Private Callers
- Call Survey or Outcome results.

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Use Case Examples:

Advanced Missed Lead Notice - Not every answered sales call is a successfully handled lead. Sales teams are expected to engage with callers, and keep them on the line to make a sale. When sales calls are too short, it is an indication that the call might have been miss handled.

Filter for calls that are answered by your sales team, but have a short talk time. Make sure the call was handled correctly and recover mismanaged leads while they are still hot.

Potential Dispute Notice - Customer service teams work to give clients the best experience possible. Often they are quick, knowledgeable, and efficient to leave clients satisfied with their experience. Unlike sales calls, customer service teams generally try to keep clients happy by resolving any concerns and answering any questions as quickly as possible. When calls start going for too long they are indicators that there is either a dispute brewing, or some unusual activity with a client. Filter calls that are answered by your customer service team, but have a long talk time to be made aware of potential issues and unusual client situations as they happen, and make sure your clients are looked after and are getting the best service possible.

Advanced Missed Call Notice - Your missed call notifications should be a call to action. When there is no voicemail left from private callers, there is no action that can be taken. Avoid cluttering your emails or ticket systems by receiving only notices that can be acted on. Combine 2 notifications, one which captures any missed calls where the caller ID is not private, and one which captures missed calls from private callers only when a voicemail is present. Eliminate email clutter and be left only with notices you find useful.

IVR (Interactive Voice Response)

NEXTEL's IVR directs incoming calls to specific departments based on the caller's preferences. This allows you to advertise less numbers, whilst still ensuring that your callers get through to the right team.

Here is how it works:

1. A caller is greeted with a customised welcome message, asking them to make a selection to reach the team they would like to talk to (e.g. press 1 for sales, 2 for customer service etc...).
2. Once the selection has been made, the call is then routed to that department. More options can be made available to the caller at this point if required.

Benefits:

- Get your callers through to the right people.
- Direct call notices to the appropriate teams.
- Greet your customer automatically at the start of the call, which increases the amount of time the caller will hold the line to talk to your team.

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Smart IVR (dynamic IVR)

The perfect solution when IVRs are needed on top of exchange based, or postcode routes. Ordinary IVRs have pre-defined options that allow callers to be connected through to the desired answer points. When you have multiple branches or franchises, and location based routing needs to be added to the mix this can result in the need for many IVRs with similar but different options. This can be very difficult and costly to install.

NEXTEL's Smart IVR customises itself for every call to suit the caller's location or previous routing path, meaning you only need a single IVR to cater for your every need.

Benefits:

- Get the power of many IVRs for the cost of 1.
- Rapidly adjustable should answer points or routing requirements change.
- Use in conjunction with other forms of complex routing to build a powerful, automated call routing and management system.

Voicemail

A quintessential part of any telephony service, voicemail lets your customers speak to you even if you can't answer the phone. All of NEXTEL's services come with voicemail included by default, and any recordings are included with our call notifications.

Get Creative:

Running a competition, or hosting an event that you would like your clients to register for? Direct calls straight to a voicemail, collect all the information needed, and send it straight through to the registry automatically.

Don't Settle For Defaults

Customise the recorded message to fit your business and increase the chances your callers will leave a message.

Voice Talent

How your callers are greeted is important, first impressions last. Customise your services by adding custom messages and recordings to your services. If you don't have your own recordings, NEXTEL has on hand vocal talent to recording any script you require.

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