

Mitel Unveils SIP Set



Full-Featured SIP Business Phone

The newest addition to the award-winning Mitel® Desktop family of IP phones is the Mitel 5235 IP Phone. Mitel's 5235 IP Phone is a full-feature enterprise-class telephone that provides voice communication over an IP network. It features a large, backlit touch-screen and provides users with real-time access to applications and services such as web browsing, directory management and visual voice mail.



CTC Communications Brings Converged Applications for Multi-Site Firms

Better, faster, easier. Watchwords today for improving our network, and our communications with customers, suppliers, and our own staff. ICS Telecom is pleased to partner with CTC Communications in delivering a portfolio of products to businesses throughout Western and Central New York, as well as throughout the Northeast.

The CTC network is fiber based, and unlike conventional networks offers the following unique features:

- Packet-Based Architecture results in low latency, high performance.
- VOIP Dial Tone Availability for the last 5 years – CTC's network is time-tested, proven.
- Data, Internet, Voice – all on a single connection!
- Inverse Multiplexing enabling bonded services – up to 10Mb.

ICS Telecom is a local resource for CTC Communications – contact us for a quote today. July 2005 Promo provides FREE Installation, and 5% discount off ICS Telecom services including Maintenance Agreements, or upgrades. Contact Debbie Ervolino for more info – 800 836-7424, ext 7904.

Have Dinner on Us!

Back by popular demand – we'll send you a dinner certificate when you send us a referral for a new system. It's simple. Just send an e-mail to dervolino@icstelecom.com with the business name, and contact info . If they buy or lease from ICS you'll get Dinner on Us! (Prior sales excluded)

From VOIP to AOIP

With so much discussion surrounding VOIP these days, it is worth noting that VOIP is also viewed as a great enabler of applications – hence AOIP.

Offering a host of applications that make our jobs easier, create new methods for accomplishing tasks, and deliver collaboration, VOIP really is AOIP.

The Inter-Tel Axxess and 5000 series of networked systems bring exciting new capabilities to clients seeking better efficiency, improved workflow, and improved outcomes. With applications like Unified Communicator, Inter-Tel provides simple status of users across a network, and personalized routing of calls based on any number of qualifications. Networking systems together used to be a challenge but today we have full transparency, and the ability for remote agents, custom reports, toll bypass, and work at home environments. As we move together down the technology road, we unleash new ways of taking VOIP to AOIP. Many progressive customers today are implementing shared video to the desktop, web-based conferencing, among other AOIP solutions available.



Have a Great Holiday!

Solutions Corner

Question: My system is 20 years old. Is it worth anything?
Answer: If your system is 20 years old it might be somewhat valuable. ICS has been installing systems for the better part of 30 years. We still maintain hundreds of systems (particularly Executone products) that are 20-25 years of age. These systems require spare parts from time to time so it may pay to "trade" your system for a new one. Many of the newer systems offer voice messaging, VOIP, networking, and improved tools for productivity.

Tips on Providing Great Customer Service

Today's business world can be a blur. In competitive environments it pays to stop for a moment and make sure that we are providing the one thing most customers identify as being of the greatest importance in making buying decisions – SERVICE. Some helpful questions for you to consider and gauge how your organization stacks up. It might tell you that you're doing a great job, or need improvement.

Calls are answered pleasantly, with an interested tone.

Agent actively listens to the caller and always ask callers, "Can you hold?" Is always polite.

Thanks caller for holding when back on the line.

Is patient with a caller who does not describe a situation clearly. Listens.

Does not make excuses for inability to render immediate help in "emergency".

Escalates to a "supervisor" when discussion becomes difficult.

Announces a call transfer before performing it.

Provides information to a caller without questioning reasons.

Uses the caller's name and/or title appropriately.

Asks questions to help understand full scope of issues.

Allows the caller to answer questions without being interrupted. Finds solutions to problems.

Allows an angry caller to *vent*. Never "blames".

Expresses empathy for the caller's situation.

Accurately enters all pertinent information into systems.

Actively works to solve the caller's problem as soon as possible.

Apologizes for any delays in rendering service.

Informs the caller accurately as to service expectation, and timeframe. Follows through on required actions.

Follows-up on any promised actions (call-backs, messages given, etc.)

Ends the call with a recap, and a thank you.

Contacts the Customer to check on satisfaction post-service.

Call ID + Call Record = Big \$\$\$

Businesses with busy inbound call traffic are taking advantage of great, new ways of capturing market share through capture of important information as consumers call in.

Retailers such as auto dealers, real estate brokers, and other bigger ticket items get phone calls throughout the business day, and beyond. Up until now, there was no sure way of obtaining the caller's ID and being able to monitor specific transactions.

ICS Telecom is the local distributor for OAISYS products including Call Tracer and StreetView, a modular solution that may actively record calls, and generate reports for follow up call activity.

- Want to know how well your sales staff is doing?
- Wish to be able to monitor complaint calls?
- Would it be nice to know which advertising campaign is doing best for you – or not doing well?
- How about being able to archive a communication for future reference?
- Would a daily report of calls received after-hours with Caller ID be helpful?

Get all of the details on OAISYS solutions from ICS Telecom today!

**One call for
Service
1- 800 836-7424
Open 24x7x365**



July Firecracker Specials – Act Now!

1. *PRI Service for Verizon Customers – Save 50% off Verizon Rates!*
2. *768K Internet Bandwidth just \$ 240.00 plus local loop.*
3. *\$ 25.00 Trade In per phone – any Executone System upgraded with ICS Telecom.*
4. *Inter-Tel 5000 – 10% off normal pricing! IP Telephony, networking, Voice Mail, loads of features.*

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