



Computer Telephony Integration and **SMS messaging** products for general offices, **automated dialling** systems for outbound telemarketing teams and **media blending** solutions for customer contact centres.

NMS Adaptive

Innovation in business communications

“New Media Software really listens to customers. Moreover, we recognised from the outset that New Media Software holds the same values and service ethos as The Savoy Group. One example is the ongoing upgrade programme the company operates. It’s refreshing to deal with another company that cares as much about its customers as we do.”

ALAN PALMER DIRECTOR OF RESERVATIONS
THE SAVOY GROUP



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Adaptive CTI makes office life easier! Everyone has a computer and a telephone – Adaptive CTI is about making both office tools work together better.



Here are a few of examples of the sorts of things that you can do, when your computer and telephone work together:

- › You can use your computer to dial, hold and transfer your phone calls.
- › You can highlight a phone number, in any of your computer applications, and tell your telephone to dial it.
- › You can keep a list of personal contacts on your computer and call them by simply clicking on their name or number. Much easier than dialling by hand!
- › When someone on your personal contacts list calls you, you can see who it is before you answer your phone.
- › You can also keep a list of company contacts. If your company has a list like this, then you can call anyone on it just by clicking their name or number. And when someone on the list rings in, then everyone in the office can see who it is when their phone rings.
- › Your computer can keep a record of your last 100 inbound, outbound and missed calls – just like the list of calls on your mobile phone, and just as useful! If you want to return a call, you can do so by simply clicking on the name or number for that entry.
- › You can monitor the status of other telephone extensions and users around your company. At a glance, you can see who is engaged or unavailable. If you prefer more privacy, you can choose to exclude extensions or users from being monitored.
- › Screen-popping – because your telephone and computer are working together, you can configure your system so that when you receive a call, your customer database records associated with the caller appear automatically.

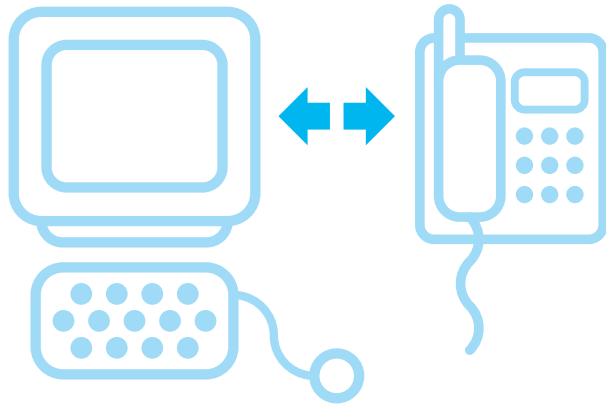
There are three versions of Adaptive CTI: **Basic**, **Standard** and **Professional**.



How Adaptive CTI works

Adaptive CTI provides a link between your computer network and your telephone system. Each user's computer runs a small software application, called the Adaptive Desktop, that knows which telephone extension is next to the computer.

The Adaptive Desktop lets you control your telephone from your computer. You can dial, answer, hang up, hold and transfer calls at the click of a mouse. The Adaptive Desktop also reacts to what happens on your telephone, so that your PC can run screen-pops when a call arrives at your extension.



Computer Telephony Integration

Who uses Adaptive CTI?

Anyone who has a computer and a telephone on their desk will benefit from using Adaptive CTI. All sorts of organisations can use Adaptive CTI, including offices, shops, warehouses, factories, garages, schools, etc.

Benefits of Adaptive CTI

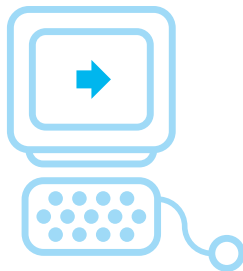
- › Dialling automatically from your computer is faster and more accurate than manual dialling. Research has shown that up to 10% of manually dialled calls are misdialled!
- › Seeing who is calling enables you to prioritise important calls and avoid time-wasters. It also enables you to greet your customers by name, which increases customer service and satisfaction.
- › Knowing which calls you missed means you can call back important customers – before they call your competitors.
- › Knowing who is in, who is out and who is busy saves time and enables your call handlers to sound more professional.
- › Screen-pops save up to 20 seconds per call and improve customer service by helping you to be better prepared to deal with calls.

CTI



What's a screen-pop?

A screen-pop is when your computer displays data matching your current telephone call. Typically, the data will come from your customer database or CRM application.



How easy is it to create a screen-pop using Adaptive CTI?

Adaptive CTI Standard includes screen-pops for ACT!, GoldMine, Maximizer and Microsoft Outlook.

For other applications, the easiest way to create a screen-pop is to use Adaptive CTI Professional. This includes an easy-to-use keystroke macro editor.

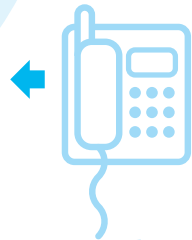
When activated, the screen-pop macro brings up the "Find" or "Search" dialog in your database, automatically enters the telephone number and then tells it to find the corresponding customer record. It's just like when you find a customer record yourself, but the computer does all the typing, so it's much faster and it won't mistype anything.

If you want tighter integration between your software applications and your telephone system, you can use a programmatic interface, supplied with Adaptive CTI Professional. This enables programmers to add screen-pops and buttons that "dial" and "hang up" telephone calls, directly into their own applications.



“The Adaptive system is **efficient and streamlined**. We get up to **90% of the calls** with the correct patient record ‘on-screen’ as the calls are answered.”

MAUREEN SHARP PRACTICE MANAGER
NORTHGATE MEDICAL CENTRE



Computer Telephony Integration

Who uses screen-pops?

Screen-popping is very useful in general offices and call centres alike. Different types of screen-pops are best suited to different types of users. With Adaptive CTI Standard and Adaptive CTI Professional, you can choose who has which type of screen-pop.

- › Call centre users and dedicated call handlers (like receptionists) need their screen-pops to trigger automatically when they receive a call.
- › General office users don't usually want their computer to screen-pop automatically, because they might be in the middle of working in a different application. Instead, they need to be able to trigger a screen-pop by clicking a button at any time during the call.
- › Power users need the ability to have different screen-pops for different occasions. For instance, a power user may receive a call, use the “see who is calling” function and then choose whether to look up the customer record in the CRM application or the accounting system. In this example, the user would need two buttons, with each one running a different screen-pop.

Benefits of screen-pops

- › Screen-pops save 20 seconds per call
- › Screen-pops improve customer service
- › Screen-pops make life easier for users

Adaptive Desktop SMS

delivers lower costs and increased productivity to your business. SMS messages are quick to send and convenient to receive. People usually read them as soon as they arrive.

SMS can be used in all sorts of ways, like keeping in touch with your staff or reminding your customers to keep appointments. Best of all, it is much cheaper to send an SMS than it is to make a call to a mobile phone.



Using your computer to send SMS messages is better than using your mobile phone, because:

- › Writing an SMS message using a computer keyboard is quicker and easier than using a mobile phone keypad.
- › You can easily send the same message to many people at once.
- › You get a permanent record of all messages sent and received.

How Adaptive Desktop SMS works

Adaptive Desktop SMS is an easy-to-use computer program that lets you type a text message on your computer and send it. This is a great way of keeping in touch with field-based staff or your regular customers.

You can also write a message and send it to many people at the same time. You can do this by typing in multiple mobile phone numbers or importing a list of numbers from your customer database. This is ideal if you have a special offer and want your whole customer base to know about it instantly.

With Adaptive Desktop SMS, you can prepare a message and schedule when to send it. One use of this is to set appointment reminder messages.

Adaptive Desktop SMS includes a comprehensive message database, containing every message sent or received. You can search the database to find all messages sent to a specific customer, or you can list every message sent by a particular user.



“With Adaptive Desktop SMS, we are able to get **important information to our clients almost instantly**. This means that we deliver a better level of service.”

MAUREEN STANTON MANAGING DIRECTOR
ON NET COMMUNICATIONS LTD

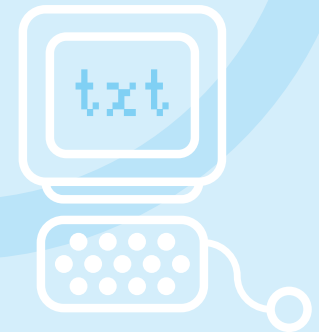
Desktop SMS

Who uses Adaptive Desktop SMS?

Anyone who deals with people who have a mobile phone can benefit from using Adaptive Desktop SMS. All sorts of organisations can use Adaptive Desktop SMS, including car hire centres, couriers, dentists, doctors, estate agents, field service providers, offices, garages, hairdressers, hotels, nightclubs, restaurants, taxi booking services, etc.

Benefits of Adaptive Desktop SMS

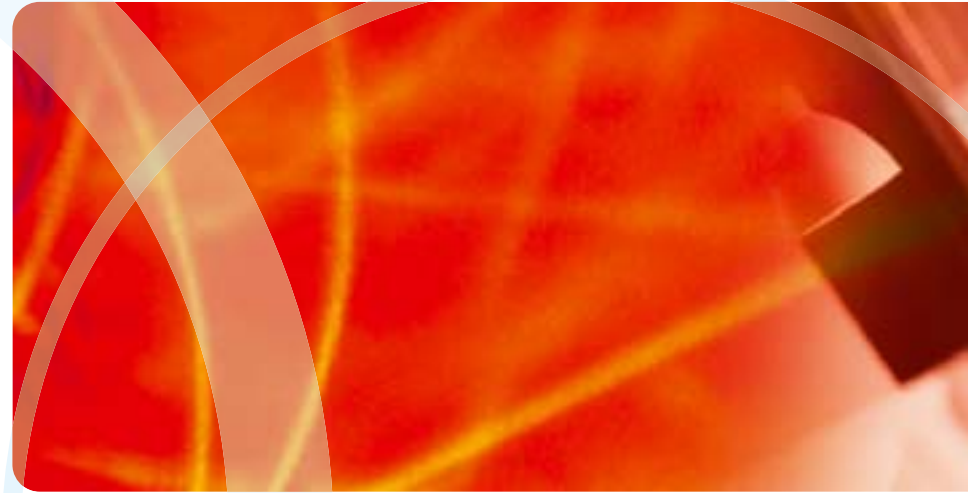
- › Sending an SMS message costs less than making a call to a mobile phone.
- › It is quicker to send an SMS than to make a phone call and most people read SMS messages as soon as they arrive.
- › SMS is a great way of keeping in touch with field-based personnel. If your people are visiting customers, it is often more convenient for them to receive an SMS message than a phone call.
- › You can send the same message to thousands of people at the same time – great for sales and marketing promotions!



Adaptive Progressive Dialler

increases the productivity of people who make outbound telephone calls. It also provides comprehensive management reporting, so that calling work can be better managed.

By automating the process of dialling calls, users spend less time managing their “call lists” and more time talking to customers. With automation also comes reporting and with reporting comes management control.



How the Adaptive Progressive Dialler works

With the Adaptive Progressive Dialler, campaigns can be set up in minutes using a very easy-to-use campaign editor. The Adaptive Campaign Editor makes it simple to import call lists and set call outcome codes and dialling parameters. If combined with Adaptive CTI, you can also assign screen-pops, to activate as each outbound call is dialled. *(See the section on Adaptive CTI for more information about screen-pops.)*

When a user becomes available, the Adaptive Progressive Dialler retrieves the next call in the campaign and dials it for them, using the telephone on their desk. The computer shows the user a campaign call dialog, giving information about the call and the recipient.

At any time during the call, the user can select a “call outcome code”. The user can also choose to reschedule the call for another time and date. When the call has finished, the Adaptive Progressive Dialler gives the user time to do any post-call work (or “wrap-up”) before making the next call.

If the user wants to take a break, they can use a simple “make this my last call” feature and the Adaptive Progressive Dialler will mark them as “unavailable” until they are ready for more work. The Adaptive Progressive Dialler records the time a user spends unavailable, so that you can easily create a report showing how much time users spent unavailable and how much talking to customers.

The Adaptive Progressive Dialler makes the process of outbound calling much easier for users than manually working through a list of calls. Users prefer this easy way of working, which makes them happier in their work. It also lets them work faster and more accurately, which means greater productivity! Using the Adaptive Progressive Dialler can double the number of calls made per user per day.



From a manager's perspective...

The Adaptive Progressive Dialler provides real-time and historical management reports. At any time, you can see how much work has been done, how much is waiting to be done, how many calls each user has completed and how successful their calls were. You can generate historical reports on campaign activity, call outcomes, user productivity, etc. You can even export report data for use in other applications.

In short, the Adaptive Progressive Dialler provides a whole host of information to help you run a successful outbound dialling team.

“After researching the market it became clear that the Adaptive Progressive Dialler was the one for us. **Not only did it work seamlessly with our existing telephone system but also the solution worked straight out of the box, it required very little user training, it was easy to implement and it was affordably priced.**”

TARA O'REILLY SALES DIRECTOR
BEYOND LIMITED

Progressive Dialler

Who uses the Adaptive Progressive Dialler?

Any company that has two or more people making over a hundred calls per day will benefit from using the Adaptive Progressive Dialler. The Adaptive Progressive Dialler is ideal for all kinds of outbound campaigns, from small, informal teams right through to large-scale outbound call centres and dedicated call centre agencies.

Any user of a CRM package such as ACT!, GoldMine and Maximizer will benefit from using the Adaptive Progressive Dialler.

The Adaptive Progressive Dialler is used for telesales, appointment setting, credit collection, order processing, progress chasing, customer service, etc.

Benefits of the Adaptive Progressive Dialler

- Progressive dialling can double the number of effective calls that each outbound user can make per hour.
- Increased productivity leads to better profitability.
- Users like progressive dialling – it makes their life easier.
- Better management reporting leads to better staff management.



Adaptive Predictive Dialler

increases the productivity of people who make outbound telephone calls to consumers. Consumers are often out when you call them. The Adaptive Predictive Dialler finds people who answer the phone, so your people spend more time talking and less time listening to ring tone.

How the Adaptive Predictive Dialler works

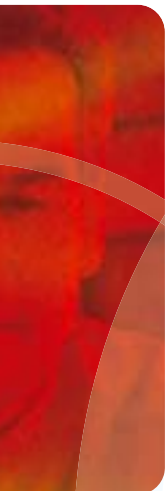
The Adaptive Predictive Dialler controls dedicated extensions on your telephone system, using them to make many telephone calls at the same time. The more calls it makes, the more chance of having a call answered. As soon as a call is answered, it is transferred to a user. This means that users talk to more people per hour.

With the Adaptive Predictive Dialler, campaigns can be set up in minutes using a very easy-to-use campaign editor. The Adaptive Campaign Editor makes it simple to import call lists and set call outcome codes and dialling parameters. If combined with Adaptive CTI, you can also assign screen-pops to activate as each call is presented to the user. [\(See the section on Adaptive CTI for more information about screen-pops.\)](#)



The Adaptive Predictive Dialler provides three dialling modes:

- ▶ Predictive dialling leverages the power of making multiple calls per user. The dialler predicts when the next user will become free and starts to make multiple calls for them, based on its prediction. By the time a user is free, one of the calls is likely to have been answered and the user can take that call.
- ▶ Progressive dialling works by using the user's handset to dial with the user in attendance *(in the same way that the Adaptive Progressive Dialler works)*.
The Adaptive Predictive Dialler can have multiple campaigns operating in different modes. This means that you can choose the best dialling method, based on the exact requirements of your current outbound campaign.
- ▶ Overdialling leverages the power of making multiple calls per user. Unlike fully predictive dialling, however, the dialler does not try to predict when users will be free: instead, it waits until a user is actually free before it starts to make calls for them. This guarantees that when one of the calls is answered, a user will be available to take that call.



When you start the Adaptive Predictive Dialler in Overdial or Predictive modes, the software monitors your users. As each user becomes available (*or is predicted to be available*), the Adaptive Predictive Dialler starts making multiple calls.

As soon as a call is answered, the call is automatically transferred to an available user. The user's extension automatically answers the transferred call and the user's computer displays a campaign call dialog, showing the user details of the call, such as the name of the person who was called. Any configured screen-pop is also run, presenting the corresponding record in your customer database.

From a manager's perspective...

The Adaptive Predictive Dialler provides real-time and historical management reports. At any time, you can see how much work has been done, how much is waiting to be done, how many calls each user has completed and how successful their calls were. You can generate historical reports on campaign activity, call outcomes, user productivity, etc. You can even export report data for use in other applications.

In short, the Adaptive Predictive Dialler provides a whole host of information to help you run a successful outbound dialling team.

Who uses the Adaptive Predictive Dialler?

The Adaptive Predictive Dialler is ideal for any company with four or more people making calls to consumers. For example, telemarketing, credit control, appointment setting, cold calling, outbound sales, etc.

Benefits of the Adaptive Predictive Dialler

- ▶ Predictive dialling increases the proportion of time users spend talking to customers.
- ▶ Making multiple calls per user reduces the time it takes for users to be connected to the next customer.
- ▶ Better management reporting leads to better staff management.

“The predictive dialling software from New Media Software is both user friendly and functional. It meets all our requirements and in my opinion is the best value for money in the market place.”

ED SIMPSON IT MANAGER
APEX CREDIT MANAGEMENT

Predictive Dialler



Adaptive Messaging

lets you manage email, fax and SMS messages in the same efficient and professional way that you handle telephone calls. Adaptive Messaging enables you to handle customers' messages quickly and effectively, saving you money and increasing your levels of customer satisfaction.

Adaptive Messaging can deliver partially or fully automated "self-service" information systems that keep your customers better informed while reducing your operating costs.



How Adaptive Messaging works

Adaptive Messaging is a message management solution designed to make contact centre users more productive when dealing with message work. Using Adaptive Messaging, messages can be received, routed into queues and automatically distributed to the next available, appropriate user.

Adaptive Messaging includes all the client software your users need to handle messages for your business. This means that corporate messages can be kept separate from internal company emails.

Adaptive Messaging includes a powerful Rules Manager for messages.

This determines what happens to messages as they arrive. Options include:

- › Send an automatic reply, acknowledging receipt of the customer's message.
- › Prepare a context-sensitive draft reply, which is then presented to the user. To reply to the customer's message, the user simply reads, edits (if necessary) and approves the reply, then sends it with a single click. Users of Adaptive Messaging have reported that using draft replies has reduced the time taken to reply to customer messages by half.
- › Prepare a fully automated, context-sensitive reply to a message and automatically send it to the customer. One example of this is an automated email or SMS-based service enabling your customers to enquire about the status of their orders. The Adaptive Message Rules can be configured to recognise the request, look up the status in your orders database and automatically send a reply containing the relevant information.



Adaptive Messaging includes a central message database, in which all sent and received messages are stored. Contrast this to traditional email clients, which store sent items on each user's local computer, making it very difficult to trace all messages from or to a specific customer.

The Message Database Browser enables users and managers to search easily for messages. One useful feature is the ability to search for all messages related to a specific customer, with a single click. You can also search for all messages sent by a specific user, and many other search criteria.

“I think Adaptive Messaging is the most appropriate solution. It provides all the features we need, it is very easy to use and it is affordably priced.”

ALAN PALMER DIRECTOR OF RESERVATIONS
THE SAVOY GROUP

From a manager's perspective...

Adaptive Messaging keeps records of all user and message activity. The system includes a powerful reporting system, providing real-time and historical management reports.

For example, you can keep a display on screen showing how many messages are waiting in each queue and how old the oldest message is. This helps with service level management. You can also keep a real-time user report on screen, showing exactly what each user is doing and how long they have been doing it.

Adaptive Messaging also delivers comprehensive historical reporting. Reports detailing service levels, queue volumes, individual and team productivity and much more are all readily available. You can even export report data for use in other applications.

Adaptive Messaging works with all industry-standard email systems, including Microsoft Exchange, Lotus Domino and Linux-based email servers.

Who uses Adaptive Messaging?

If your company or department receives more than one hundred messages a day, to a generic email account like sales@ or service@, or you have a team of people who deal with customer emails, then Adaptive Messaging is a must.

Adaptive Messaging is ideal for all kinds of call and contact centres.

Adaptive Messaging is also used by organisations to provide email or SMS self-service applications. Applications include letting customers check on order status, stock availability, property details (*for estate agents*), airline flight arrivals, job availability and field service engineer status and arrival time.

Benefits of Adaptive Messaging

- › Automated message processing reduces the number of messages that require user attention.
- › User productivity tools increase the work that each user can do each day.
- › Centralised message database keeps track of all customer contact and gives you an audit trail.
- › Better management reporting leads to higher work quality and improved customer service.

Messaging



Adaptive Web Assist

is designed to help your company do more business over the web. Many companies have a web presence that attracts lots of visitors. Adaptive Web Assist helps you to turn visitors into customers.

Using Adaptive Web Assist, you can offer web visitors two forms of assistance. Your site can display a “Call me” button that enables the visitor to request a telephone call-back, either immediately or scheduled for a future time and date. You can also offer your visitors the opportunity to “talk” to your users using interactive web chat.

How Web Assist call-backs work

To request a call-back, visitors complete a simple web form giving their name, telephone number, when they want to be called and any other information that you want to collect from them. When submitted, the request is automatically put into a queue in the Adaptive system. When the call-back is due, it is automatically presented to the next available user with the correct level of skill to handle it.

If Adaptive CTI Professional is used with Adaptive Web Assist, then the user can dial the presented call-back by simply clicking the “Dial” button on the call-back dialog. The system can also trigger an Adaptive CTI screen-pop when the call-back is made. *(See the section on [Adaptive CTI for more information about screen-pops.](#))*



How Web Assist web chats work

To request a web chat, visitors complete a simple web form giving their name (or nickname) and any other information that you want to collect from them. When submitted, the request is instantly placed into a queue in the Adaptive system. As soon as the next user with the correct level of skill becomes available, the chat is automatically presented to that user.

During a Web Assist chat, the user can “push” web pages to the visitor. Comprehensive spell-check facilities enable the user to check their own text prior to sending it to the visitor. The user can also save typing time by inserting standard phrases into the chat with a single click.

Visitors do not need to download or install any software onto their computer. All they need is their web browser.

From a manager's perspective...

Adaptive Web Assist includes comprehensive management reporting. The system has a database of all Web Assist call-backs and chat transcripts. These can be searched, displayed and printed.

Comprehensive real-time reports are available that show what each user is currently doing and how many call-back and chat requests are currently queued. You can even see how long requests have been waiting, which helps you to manage your service levels.

All call-back and web chat activity is recorded. Historical reports detailing volumes of requests, average handle time and user productivity are also available.

From an integrator's perspective...

Adaptive Web Assist can be used "out of the box" or customised to suit your needs. The system works using standard ASP (*Active Server Pages*) web pages. Sample pages are provided: you can use these "as is" or modify them using industry-standard web development tools.

Who uses Adaptive Web Assist?

Any organisation that wishes to encourage website visitors to make contact by telephone will find Adaptive Web Assist call-backs invaluable. Web Assist is ideal for companies selling items that can be advertised on the web but need further contact to close a sale, such as car sales, furniture supplies, estate agents, etc.

Businesses that take orders over the web know that a percentage of customers get frustrated and fail to "check out" their purchases. This is often because they have questions that need to be answered prior to confirming purchase. With Adaptive Web Assist, you can provide real-time assistance to support these customers throughout the purchase process, turning visits into sales and increasing both customer satisfaction and sales revenue.

Adaptive Web Assist is ideal for contact centres and dedicated call centre agencies.

Benefits of Adaptive Web Assist

- ▶ Engaging with visitors to your website increases sales.
- ▶ Web Assist lets you manage customer call-back requests better, which means they are more likely to be handled by the best qualified user, at the appropriate time.
- ▶ Comprehensive management reporting leads to better staff management.
- ▶ Complete database of call-backs and web chats enables detailed analysis of website visitors.
- ▶ With Adaptive Web Assist, visitors do not need to download or install any software onto their computer.



Web Assist

Adaptive Contact Centre

solution delivers all of the Adaptive products as an integrated, total solution at a lower price. If you commit to purchasing the Adaptive Contact Centre, you receive a substantial discount compared to the cost of buying the Adaptive system module by module.

Implementing the total solution is faster, because all modules are installed at the same time. User training is reduced because it only has to be done once.

The Adaptive Contact Centre provides all of the features of the following Adaptive products:

- › Adaptive CTI Basic, Standard and Professional
- › Adaptive Progressive and Predictive Diallers
- › Adaptive Desktop SMS
- › Adaptive Messaging
- › Adaptive Web Assist



Who uses the Adaptive Contact Centre?

The Adaptive Contact Centre is an ideal solution all for all kinds of contact centres; from small, informal teams right through to large-scale contact centres and dedicated contact centre agencies.

Benefits of the Adaptive Contact Centre

- › Inbound and outbound telephone calls can be blended.
- › Telephone and message work can be blended.
- › Blending telephone and message work means that the right person gets the right work at the right time.
- › Real-time and historical reports provide information about all contact channels, enabling you to monitor and manage service levels across all customer contact channels.



“The Adaptive solutions have made a very positive impact on the way we work. They have helped us to achieve higher productivity and quality. We have no hesitation recommending the Adaptive products and endorsing New Media Software.”

TARA O'REILLY SALES DIRECTOR
BEYOND LIMITED

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