



## MERLIN MAGIX™ Customer Care Solutions

It's easy to put your customers at the center of your business with the built-in customer care capabilities of the MERLIN MAGIX™ Integrated System (IS). Using the MERLIN MAGIX Customer Care solution—alone or with computer telephony applications—you can organize your business around the needs of your customers. Sophisticated call control and customer information sharing capabilities are now entirely within your reach.

### A full array of tools

The MERLIN MAGIX Customer Care solution includes a full array of tools for small to mid-sized businesses with departmental customer sales and service operations. It uses the built-in call center features of the MERLIN MAGIX Integrated System, helping to eliminate the need to invest in expensive adjunct equipment.

The MERLIN MAGIX system also allows you to add Computer Telephony Integration—or CTI—applications that link your telephone system with your data environment. You can enhance your customer service and productivity by delivering screen pops of caller information to your service representatives so they are ready to provide individualized service as soon as the phone rings. And with MERLIN MAGIX Reporter software you can easily understand and manage the way your business handles incoming calls through its historical reporting capabilities.

Put it all together and you have a set of valuable tools for delivering customer care and service while enhancing the productivity of your business. And it's affordable and easy with the MERLIN MAGIX Integrated System.



### Service that sets you apart

Start delivering personal, individualized service as soon as the phone rings with the MERLIN MAGIX Customer Care solution.



## The right call to the right person

The MERLIN MAGIX™ Customer Care solution allows you to deliver calls to the right group within your business and then distribute calls within those groups for maximum effectiveness. This combination delivers various ways for you to organize your business for improved and more efficient customer sales and service.

With group calling capability, you can provide callers with specialized service or targeted sales assistance. You can set up as many as 32 groups of agents within your business—such as customer service, billing and sales for different products, with as many as 20 agents in each group. Outside callers can dial a group directly, or the call can be transferred by your receptionist, another employee or an Automated Attendant—available when you use an optional voice messaging with MERLIN MAGIX IS. The MERLIN MAGIX system's built-in call distribution functionality also allows you to manage how calls are distributed within calling groups. For example, you can make sure that your top sales agents handle the most sales calls by distributing calls to them first.

## More options for callers in queue

With MERLIN MAGIX Customer Care, you can prevent the long delays on hold that infuriate callers. When all the agents in a group are busy, you can route overflow calls in the way that helps your business the most.

For example, you can set a threshold time level, so that calls are automatically sent to another group when the caller has been waiting for a specified

amount of time. Sometimes you may want to specify a support calling group to act as a backup to your primary—or home—calling group. The MERLIN MAGIX solution allows you to do this with its priority call queuing feature. You can also make sure that the most critical calls—such as emergency service or sales—are handled first.

You can also use music-on-hold, greeting announcements and repeated follow-up announcements to reassure callers in queue that they are still connected. And callers can be given the option to exit a queue and go to an overflow position such as voice mail. This feature, which on other systems requires investment in automatic call distribution adjuncts, is available on the MERLIN MAGIX Integrated System with the simple addition of a delayed announcement device.

## Add computer-telephony integration applications

The MERLIN MAGIX Integrated System can seamlessly support CTI, or Computer Telephony Integration, for anywhere from one to 200 users—opening the door to a world of applications that can enable your organization to provide faster, more personalized service by making customer information—from multiple company databases if appropriate—instantly available. For example, Preview Dialer from Double<sup>2</sup> Talk™ Software (Independent Software Vendor) is a low-cost alternative to a full-blown predictive dialer. Users preview a record and it dials the number within a preset number of seconds. For inbound calls, it performs an automatic lookup to match the caller with a corresponding database record, giving agents a screen pop.

## Tools to help you better manage your call center

An optional part of the Customer Care solution, MERLIN MAGIX™ Reporter software from Avaya provides a powerful tool for understanding and managing the way your business handles incoming calls. It provides a package of historical call activity reports that help you monitor, evaluate and fine-tune your business efficiency.

The MERLIN MAGIX Reporter software gathers and reports such vital data as when your phone lines are busiest, the average wait time for callers, the average time your employees spend on each call, and more. It helps you make informed decisions about how to better manage your calls, deploy your employees, add or subtract lines, and improve productivity. It even can identify callers who hung up before their calls were answered, so you can capture otherwise lost sales and service opportunities.

MERLIN MAGIX Reporter software is flexible, with a wide variety of formats to organize, schedule, store and print information. And it includes a maintenance diagnostic tool that allows the Avaya technical support team to access the software remotely to identify and correct software problems.

### Do you need more?

Need a more targeted or robust customer care application? You can choose from among the many additional applications offered by Avaya or our Independent Software Vendors. The MERLIN MAGIX Integrated System is an open platform that can support a wide range of applications that your business can use now and in the future.

To learn more about these and other MERLIN MAGIX Integrated System solutions, talk to your Avaya representative, Avaya BusinessPartner or visit our Web site:  
[avaya.com/smallmidbusiness/products](http://avaya.com/smallmidbusiness/products)



## Your phones and PCs working together

The MERLIN MAGIX System platform provides an open, standards-based architecture that supports industry-leading interfaces used by middleware companies to develop CTI applications.

- **TAPI, the Telephony Application Programming Interface**, enables single-user applications at the employee desktop. It provides access to such tools as corporate telephone directories, point-and-click dialing of outbound calls and screen-based management of inbound calls.
- **TSAPI, the Telephony Services Application Programming Interface**, enables server-based applications that can be used by any employee whose desktop is networked with the TSAPI server. TSAPI provides data to the desktop, through "screen pops"—automatic displays of database information related to your callers, such as call history, previous order history, billing records and account status.

For TSAPI applications, a Microsoft® Windows NT or Novell® NetWare telephony server provides the link between your MERLIN MAGIX system, your digital telephones, and your employees' desktop PCs equipped with TSAPI-compliant software.

## Computer Telephony Integration

### System Requirements

#### Telephony Services for Microsoft® Windows NT®

- Windows NT 4.0 workstation or server
- 486 or Pentium® computer
- 32 MB RAM
- 11 MB hard disk space
- Eicon Diva 2.01 ISDN adapter
- One available 16-bit ISA or EISA slot
- MERLIN MAGIX™/MERLIN LEGEND® Windows NT driver

#### Telephony Services for Novell NetWare

- Novell® NetWare® v3.12, 4.10, or 4.11
- 486 or Pentium computer
- 16 MB RAM(v3.12)or 24 MB RAM(4.10 or 4.11)
- 2 MB hard disk space
- Eicon SCOM ISDN adapter
- One available 8- or 16-bit ISA slot
- PassageWay Telephony Services for NetWare, release 2.21 or later
- MERLIN MAGIX/MERLIN LEGEND Novell NetWare driver

### TAPI

- Microsoft Windows 95 only
- 486 MHz processor or higher
- 16 MB RAM
- 25 MB hard disk space
- 3.5" floppy drive
- CD ROM drive

### Reporter Software

### Specifications

Computer requirements for single-site configuration:

- Minimum 486 class, 66 MHz PC
- Minimum 16 MB RAM
- Minimum 500 MB available hard disk space
- Windows 95 or Windows 98
- VGA Color Monitor
- Parallel Printer
- PS/2 or bus-type mouse
- CD-ROM drive
- COM port for SMDR input
- Additional COM port and minimum 28.8 K baud modem for remote access

#### Additional PC Requirements for Multisite Configuration

- 28.8 K baud or higher modem for SMDR input
- Recommended Control RocketPort board



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