



Do you need help?

You've no doubt experienced a tremendous upsurge in the number of calls you handle on a daily basis. People feel comfortable using the phone because it provides them with a quick, easy and convenient way to make contact with you.

Independent research indicates that customers are now eight times more likely to contact you on the telephone than by post*. However, BT Call Monitoring indicates that 1 in 4 business calls fail because the caller gets an engaged tone or there's no reply. Nationwide, this amounts to businesses losing a staggering 4 billion calls a year!

In today's fiercely competitive world, no-one can afford to lose incoming calls. Callers see it as frustrating. It can ruin perfectly good business relationships and prevent new ones being cemented. The same research shows that more than 90%* of callers who think they've had poor service don't ring again!

With a Meridian Norstar at the heart of your communications set-up, you'll be able to handle calls more efficiently and improve your customer service – so reducing the risk of calls being abandoned and losing business to the competition.

**Research by Henley Centre for Forecasting*

Curriculum Vitae

- Name:** Meridian Norstar Compact Plus:
Up to 16 extensions, with the possibility to expand to 24.
Analogue exchange lines and Digital exchange lines (ISDN2e).
- Name:** Meridian Norstar Modular Plus:
Up to 32 extensions, with the possibility to expand to 128.
Analogue exchange lines and Digital exchange lines (ISDN2e, ISDN30e, ISDN30/DASS2).
- Phones:** Choice of 4, including operator console.
- Headsets:** Several available, with earhook, earloop or headband fittings.
- Add-on applications:** Voice Mail and Fax Mail, Auto Attendant, Call Centre, Computer Telephony Integration, Desktop Messaging.
- Employers:** More than 110,000 organisations across the UK, large and small.

References

“We look to our technology to complement our industry expertise, to give us a competitive edge over our rivals. None of their (BT’s and Norstar’s) competitors could match the technology, service and value for money...”
Parcelforce.

“Customer service is of the utmost importance to us. Working with the Norstar system allows us to maintain excellent communications with our customers.”
HMV.

“The excellent functionality of the Norstar switching equipment BT installed helps to ensure the whole operation runs smoothly.”
Focus Do It All.

“The facilities offered by the Norstar system have allowed us to improve on our high standards of customer service.”
Sainsbury’s Homebase.

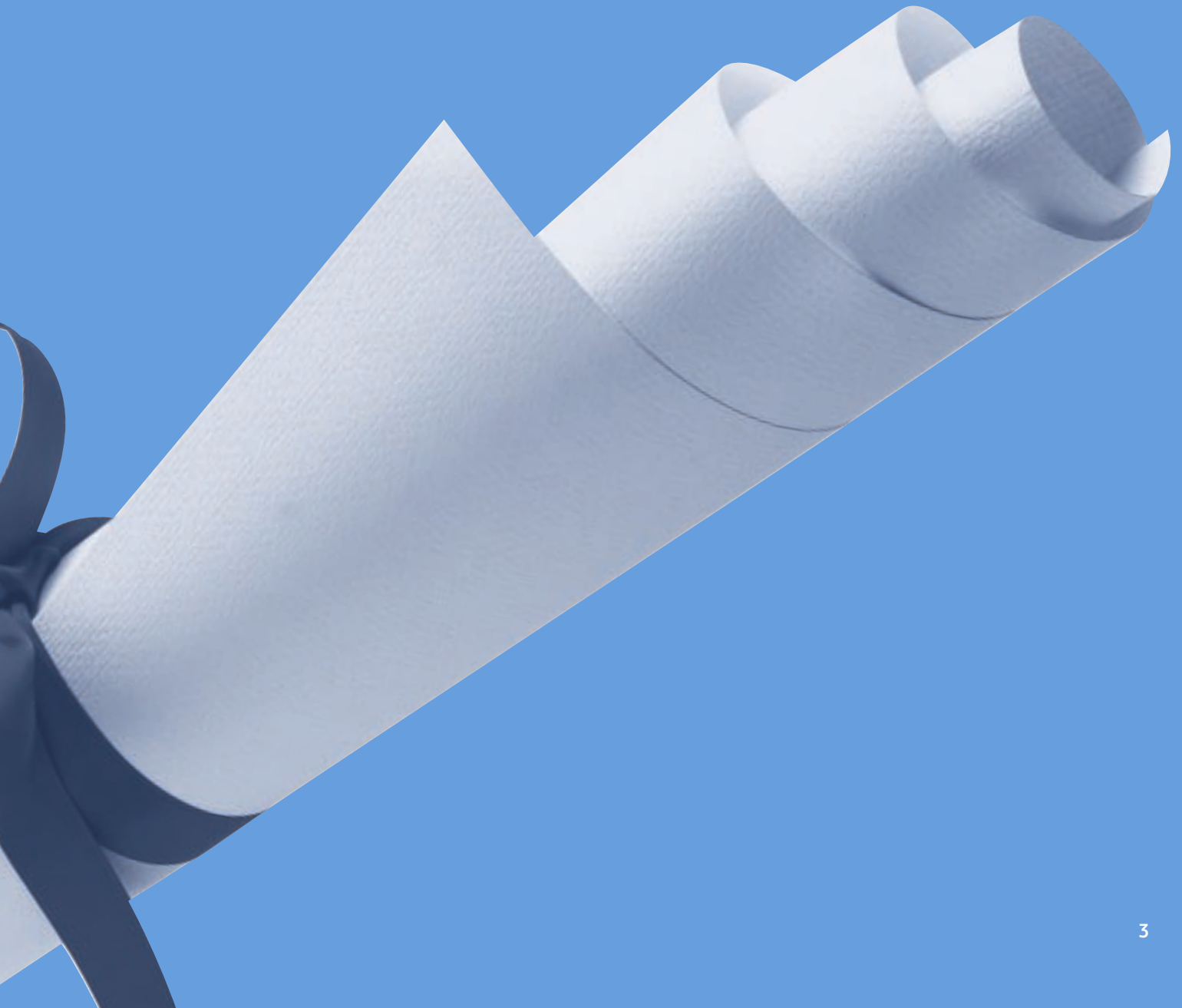
Norstar will work in the way that suits you best, providing you with a host of call handling capabilities to improve the way you communicate.

But there's more. Norstar can take callers' messages when you're away from your phone, broadcast messages to groups of people in the business and handle incoming calls automatically, thus freeing up your staff to spend more time with customers who need their help and advice.

With Norstar, you can benefit from the faster call connection times and added value services offered by BT's ISDN network. For example, high speed Internet access, fast file transfer (up to four times faster than over a normal telephone line), as well as the ability to reduce the need for travel by holding face to face videoconferences.

The system has its own range of phones with time saving features built in.

Norstar is designed to meet your business needs and is flexible enough to grow and change with you. That's why it's going to prove such a sound investment.



Why is Norstar the right system for the job?

Proven track record

Together with BT, Nortel Networks invests millions of pounds a year in Research and Development, to make sure that Norstar is inherently reliable and capable of providing the very latest applications. This will help you to change the way you work for the better, delight your customers with the quality of service you provide and reduce costs.

That's why BT take time to understand how you operate before we come up with any suggestions as to the size of your Norstar system and the type of applications you should be running. We will then install your system and ensure that your people understand how it works. Our support and maintenance services will ensure that you are supported all the way (See page 14 for further details).

Well qualified

Norstar has more than 100 useful in-built features, such as call hold, call transfer, conference call, do not disturb, hunt groups and internal calling. It can even set your phones to ring in different ways, so that people know if the call is from a customer or a colleague.

If you choose to connect Norstar using ISDN instead of the analogue public telephone network, you won't just benefit from faster call connections and clearer lines.

With ISDN connecting you to the outside world, Norstar will put callers straight through to the person they want, without having to go through the operator, speeding up the communication process and enhancing customer satisfaction.

In addition, Norstar will show you the number of the person calling on the phone's display, allowing you to recognise and therefore greet regular callers in the most appropriate manner.

Finally, with ISDN "to the desk", Norstar will share the capacity of your ISDN lines across the whole business, so you'll be able to take full advantage of other added value applications, such as high speed Internet access, e-mail for fast file transfer and videoconferencing.

Easy to work with

Norstar's phones are simplicity itself to work with and you can easily programme them to suit individual needs. For example, you can store the numbers you call most regularly in the memory and dial them at the touch of a key. The same applies to the system features you use most regularly. And there are LCD display prompts in most cases to walk you through any other features you're not familiar with.

BT will install Norstar and configure it to your requirements, but you can easily alter the way it works as and when you need to. Handling moves is no problem, either. When people need to change desks, they simply unplug their phone, plug it back in at their new position and carry on working as normal. All their pre-programmed numbers and features will remain unchanged.

Keeping up to date

You can rest assured that the money you have invested in Norstar will be largely protected. You can add more lines and functionality whenever you need to. Norstar is also designed to keep pace with technology, so as new capabilities are developed, they can be added without the expense of having to employ a new system. BT Contract Rentals* will allow your business to keep up with technology and at the same time make sure that your capital is not tied up.

*BT Contract Rentals is a wholly owned subsidiary of GE Capital Equipment Finance Ltd and is not part of the British Telecommunications Group.

Will Norstar fit in?

Yes

If you don't think you're going to need more than 8 lines and 24 extensions for the foreseeable future, Norstar Compact Plus is the ideal system for you. If you need more than that right now, or think you soon will, you should opt for Norstar Modular Plus. Of course, there's nothing to stop you upgrading from Compact Plus to Modular Plus when you need to. You keep using the same system phones and simply upgrade the control unit. That's the beauty of Norstar. It's a modular system, so it can grow and change with you.



Norstar Modular Plus Control Unit



Norstar Modular Plus Control Unit with Extension Module



Norstar Modular Plus Control Unit with Line Module



Norstar Compact Plus

With up to 24 extensions and the option to work through ISDN2e, smaller size does not compromise on ability! In addition to its call handling capabilities, more advanced features can be added to Compact Plus – such as Automated Attendant, helping to streamline incoming calls – together with even more advanced voice processing applications, such as Voice Mail and Call Centre. All are designed to get Compact Plus working even harder for your business.

Norstar Compact Plus Control Unit



Norstar Modular Plus

If you need more capacity, Norstar Modular Plus provides the flexibility to grow even further, with up to 128 extensions, plus the ability to use ISDN30e. In addition to the advanced call handling capabilities provided by Voice Mail and Call Centre.

Norstar Modular Plus Control Unit
with Line Module and Extension Module

How flexible?



T7000

Very

Norstar has a phone to suit every job, they can all be easily programmed by the user to meet their personal preferences.

T7000 – This entry level digital set is ideally suited for basic low use office scenarios. It has four programmable keys and a message waiting/visual ringing indicator. The 2.7m handset cord, makes it ideal for a wall mounted phone.

The sleek and simply designed **T7100** delivers Norstar features and reliability to low-traffic areas – such as lobbies, office kitchens, reception rooms and cafeterias. This single-line telephone is an easy-to-use but highly functional telephone set with programmable Memory Button and a 16-character LCD Window with MWI/VRL.

The **T7208** is uniquely suited for lower internal and higher external calling volumes, and supports up to eight lines and frequently used features. This multi-line telephone offers eight memory buttons, a 16-character LCD Window with MWI/VR: and a headset jack. The T7208 is a cost-effective solution for users needing only a few programmable features and/or autodial numbers. It is well suited for reception areas, for

workstations with moderate call volumes and activity – as well as areas with shared telephones, such as retail departments or repair centres.

T7316E – This fully featured multi-line telephone has a two-line, 16 character-per-line LCD Window with MWI/VRL. The T7316E provides access to a total of 24 Memory Buttons, and it offers ample coverage for business call areas and support for feature-intense usage. It offers three soft keys to assist employees using the visual display prompts on the LCD, it is targeted to the needs of a wider user group. Which includes managers, executive professionals, central answering and administrative positions.

Doorphone – This device enables office personnel to talk directly with visitors prior to entering a business. When a visitor presses the Doorphone’s call button, the Norstar rings the designated phone(s) in an office and allows two-way conversation. The optional Door Opening Controller enables any BST to control a latch on a door or gate.



T7100



T7208



T7316E



Doorphone

Footnote – The Business Series Terminals T7100, T7208 and T7316E are available in platinum and charcoal. The T7000 is available in platinum only.



1. Message waiting indicator (MWI)/Visual Ringing Lamp (VRL)

All the T7100, T7208 and T7316E telephones are now equipped with an intelligent red LED to keep you aware of incoming messages with a single glance. Four unique patterns include: fast flash – phone is ringing, on another call or you’re away from your desk; slow flash – call on hold; solid pattern – message waiting; blank – phone is idle.

2. Call Log

You can easily find out exactly who has called while you were away from your desk. The CALL Log leverages Calling Line Identification (CLID) services to show a record of incoming call information – including date and time of calls as well as number or repeated attempts. (Not available on the T7000.)

3. Soft Keys

Communications are further simplified by three soft keys on the T7316E that let you select the appropriate action with just one-touch of a key – without the need to remember cumbersome commands.

4. Release Button

No need to lift and replace the handset to hang-up after a handsfree call – just press the release button. (Not available on the T7000.)

5. Built-in Speaker

High-quality audio enables on hook dialling, background music, group listening and paging announcements. A crisp speaker saves your neck and ear during long calls and avoids and conversation distortion. (This function is used for paging purposes only on the T7000.)

6. Volume Control Bar

You can easily and quickly adjust the ringer, handset or speaker volume by merely tapping the volume control bar to accommodate soft-spoken customers or to hear an important incoming call when you step away from your desk.

7. Mute Button

You can listen to the conversation without sound being heard on the line from your end of the call.

8. LCD Window

The Business Series Terminals have LCD Windows that walk you through Norstar features step-by-step so you can easily transfer calls, establish conference calls, respond to messages and leverage network and application services. The LCD Window will identify the person calling using CLID from your service provider. The LCD Window allows you easy access to advanced applications - such as Voicemail, Fax Messaging and Dial-by-Name – without the need for studying instruction manuals. To make viewing even easier, the T7100, T7208 and T7316E telephones feature fully adjustable tilt LCD Windows. (Not available on the T7000.)

9. Memory Buttons

Need quick access to the numbers of your most important customers? You can easily programme frequently dialled numbers for one-touch dialling. You can programme the memory buttons for quick access to system features or network services. The choice is yours – customise the phone for the way you work.

10. Feature Button

Just press the button to quickly programme or use one of the many features on the Norstar voice platforms.

11. Integrated Busy Lamp Field

While serving as an integrated Busy Lamp Field, the top six buttons with LCD indicators provide one-button access to any combination of features, internal autodials and external autodials. You can easily customise each phone to meet the needs of the individual user. For example, if you meet frequently with customers in your office, you can programme a button for ‘Do Not Disturb’ and avoid interruptions by merely pressing a button.

12. Hold

A simple touch of a button places callers on hold - with tones or music to assure them that they have not been disconnected. External calls on hold play periodic reminder tones and Exclusive Hold – available as a simple feature code prevents colleagues from inadvertently picking up your call from their set.

13. Memory, Line or Intercom

The T7316E provides 16 programmable buttons with LCD indicators that can be easily programmed as feature or speed dialling keys. Ten of these buttons can also be used to support line appearances.

14. Headset Button

At the touch of a button an incoming call can be easily answered using a headset freeing up the user to access his PC or a document required on the call.

15. Pull-out Feature Tray

All the most frequently used feature codes are now available in a convenient to access pull-out at the bottom of the telset.

16. Handsfree Button

With one-touch, handsfree operation, you can place or answer calls without picking up the handset. (Not available on the T7000 or T7100.)

Other features

Business Series Terminals have a broad range of additional features, including discriminating ringing, bilingual capability, automatic set relocation, wall-mount capability and built-in headset jacks. There’s even a downloadable software tool called Desktop Labelling Assistant that allows you to create customised labels for the T7100, T7208 and T7316E telephone sets. Business Series Terminals offer rock-solid reliability and allow you to smoothly integrate your voice and data infrastructure over a common network to take advantage of powerful new business applications.

Are you getting the message?

Streamlining

You can bet your bottom dollar that the more efficient you become at taking calls with Norstar, the more people will want to call you. You can enhance the system's capabilities to help cope with this and streamline things further through Voice Mail, which adds a range of advanced skills to Norstar's core capabilities.

First time, every time

Research shows that a staggering 75% of calls fail to reach the right person at the first attempt*. Norstar can help direct callers through to the right department or individual without operator assistance, thus giving your operators more time to deal with people who need their help. However, call routing using what's known as an Automated Attendant is only part of the picture...

More than just a messenger

In a typical busy office, research tells us that 20% of written messages go astray. Of the remainder that get delivered, 90% are inaccurate or incomplete.

Voice Mail is a capability that can be added to Norstar that's going to save everyone concerned a great deal of time and money. Voice Mail is able to take messages automatically when you can't get to the phone. And because you receive the 'original' message, you'll know exactly what was said, by whom and when. You can dial into the system to pick up your messages when you're out of the office, enabling you to get back to people quickly. The system can even let you know whether you've got messages or not.

Bearing in mind that 50% of messages or inquiries don't require a live response, you can use Voice Mail to accomplish a great deal without actually having to talk to anyone. For example, you can use it to give out information, such as opening times, service, product and pricing details.

Voice Mail can save you even more time when communicating with colleagues, by doing away with 'telephone tag' and reducing the need for memos. For example, when one of your people accesses their personal mail box, they are told how many messages they have and can choose the most suitable way to respond. For example, by recording and sending a reply to the original sender, or by forwarding that message to a colleague for their attention.

Internally, you can record a message for a group of people and use Voice Mail to distribute it to everyone at the same time, rather than you having to do it over and over again.

Adding Voice Mail to Norstar's skills can significantly increase the amount of workload the system can handle and result in your people being able to spend more time on other tasks.

**Research by Henley Centre for Forecasting*

Put me in touch with an expert

Your business receives a number of different types of calls during a typical day. It's hard to predict what the next caller will want from you. So you have to be a 'jack of all trades' – sales one minute, engineer the next. Norstar is capable of organising your incoming calls into groups and routing them through to a team of specialists to deal with, which is known as call centre working. By automatically organising incoming calls, they become predictable.

Norstar can do exactly that with the addition of Norstar Call Centre, which identifies specific incoming calls and directs them to an available specialist in the order they arrive. For example, if you're using a BT Freefone 0800* number in your advertising, Norstar Call Centre will automatically route calls coming in on that number to the sales agents assigned to deal with those enquiries.

If someone is not instantly available, rather than letting them hear a ringing or busy tone, Norstar Call Centre can answer callers with a pre-recorded greeting or music and hold them in a queue.

Factors like number of queues, the number of agents in each team and the waiting factors for each queue will of course be determined by your business needs. This is where Norstar Call Centre's reporting capability will prove invaluable, by presenting you with all sorts of useful information to help you fine tune your call centre. For example, you will be able to see how many calls you receive at different times during the day and set staffing levels to ensure callers aren't left waiting for too long.

Norstar Call Centre can enable you to successfully handle even greater numbers of incoming calls.

**A Freefone 0800 number can increase response by an average of 40% and up to 65% in a mature campaign (BT research).*

What about the BT commitment?

BT has a range of services to make sure that your business continues to operate efficiently, free up your people's time and protect your Norstar system and data from any threats.

	Service Description	Business Benefits
Maintenance	We have a range of ServiceCare maintenance contracts to suit your business hours	<i>Make sure that you are never out of touch with your customers, colleagues or suppliers</i>
Business Continuity (Commsure)	Commsure offers a range of continuity services. In the event of a major site failure the Commsure recovery team will arrive at your premises with a temporary system to restore your communications	<i>Keep in touch with your customers, colleagues and suppliers whatever the eventuality</i>
Uninterrupted Power Supplies (UPS)	UPS provides clean, uninterrupted power during mains failures and fluctuations	<i>Make sure that your systems continually functions – protect yourself against the competition</i>
Customer Training	Courses featured are for end users, to advanced application training for administrators. They can be delivered On Site, at training Centres or by CD Rom	<i>Capitalise on existing skills and open up new ways to increase productivity</i>
Remote System Access	Remote Fault Diagnostics & Fix System administration and moves, adds and changes can be time consuming for you to carry out yourself. We can do them for you without the need for an engineer to visit your premises. Call the Norstar Adviceline Freefone 0800 378 822 for further details	<i>Enables speedy diagnosis of faults and typically fixes 40% of faults without the need to visit your premises minimising fault duration and disruption to your business</i> <i>Help to free up your people's time allowing them to concentrate on core business activities.</i> <i>Ensures changes are always made and tested by a trained system specialist protecting your communications equipment and business activities.</i>
e- Support Help Desk	If you need advice or help on your Norstar system 24 hours a day, 7 days a week, log on to our web site www.norstarsupport.bt.com to find out about the latest offers, user guides and Frequently Asked Questions. If you don't yet have access to the Internet you can call the Norstar Adviceline Freefone 0800 378 822 (9am to 5pm Mon-Fri excluding Public Holidays)	<i>Provides help and advice at your convenience – any time of the day or night.</i> <i>Provides a constant source of self help to Norstar users enabling best use of your Norstar system and its features for the benefit of your business</i>

You choose how to pay

You can pay for Norstar in various ways. You can purchase the system outright, rent it (in which case Standard Care maintenance is included in your quarterly payments) or lease it, effectively spreading the cost of buying over a number of years.