



# Comms News Winter '07 from Datasharp Telecom

**H**appy New Year to all our readers. Whilst you have all no doubt been enjoying the delights of turkey and mince pies, we've been very busy conjuring up some special offers and news items just for you, such as the music-on-hold service which promises to bring alive the silence we all encounter when put on-hold during a call. There's also the cost effective VoiceStation 300 conference phone by Polycom along with a very useful guide on how to hold conference calls which should prove to be very handy at some point. We also bring you the latest news on BT's 21<sup>st</sup> Century Network that is really gathering momentum now. So don't think we don't try to keep you all happy. Wishing you all a very prosperous New Year.

Yours truly,

Mark Wilson  
Managing Director

## GENERATE BUSINESS ON-HOLD



You wouldn't greet a potential client and then turn your back on them, would you? Yet that's precisely what you **are** doing every time you place a caller on-hold and leave them to suffer in silence or play them a piece of toe-curling 'lift' music.

On-hold messaging is that final – **vital** – link in a company's marketing communications –yet it is so easily overlooked.

That's because, once a company has spent large amounts of money on advertising campaigns, sales literature, PR, promotions and every other high profile element of its marketing strategy, the small matter of what callers hear when they are placed on-hold might seem almost irrelevant. So just consider this one, very important fact:

**80% of callers left on-hold in silence hang up within 30 seconds**

Please find enclosed with this newsletter a sample disc for you to listen to at your leisure to experience how you could ignite the downtime between speaking with people on the phone. If receiving this newsletter via email then please request a copy.

**On-hold messaging makes sound marketing sense.**

## BT'S 21CN HAS 100 USERS

BT took its much-hyped 21st Century Network live on 28.11.06, switching over 100 voice lines in a South Wales village and roping in an 11 year-old schoolgirl to make the first customer call.



The lines were switched over at the local exchange, making Wick - which is between Cardiff and Bridgend - the first place to be connected to 21CN, the all-IP national network which will replace 16 legacy BT regional networks and has so far cost £500m.

The first call on the new network was made by schoolgirl Laura Wess to the Rt Rev John Davies, the bishop of St Asaph.



BT said that rolling out 21CN has so far involved rebuilding 10% of the UK's core telecoms infrastructure, installing new equipment in over 100 exchanges, and laying more than 2,300km of optical fibre around South Wales. The company picked the Welsh capital as its pilot site for 21CN, and will switch another 350,000 Cardiff-area lines over to 21CN between now and the summer.

Being an all-IP converged network, 21CN will carry voice, data and multimedia all on the same core. BT said it will allow it to wholesale broadband services at up to 24Mbit/s.

## IS REMOTE WORKING FOR YOU?



Allowing staff to work from home can increase loyalty and cut down on costs.

According to a survey by telecoms firm Thus, 80% of small firms have the necessary technology and processes in place to allow staff to work remotely and there has been a 45% rise in demand for homeworking by employees.

"People want to work more flexibly. For example, with the right technology in place, working parents now have the choice to leave work earlier to spend time with their children and then continue working later in the evening from home," said Dan Cole, head of product management at Thus.

"Similarly, business travellers can utilise communications solutions to access the company network regardless of location, providing them with a mobile office. It's a case of SMBs recognising and accommodating this change."

## POLYCOM VOICESTATION 300

*For smaller rooms and desktops*



With a microphone range of up to seven feet, the VoiceStation 300 is ideal for small conferences with three to four participants.

- Polycom's Acoustic Clarity Technology: full-duplex for simultaneous, natural, free-flowing conversation
- Dynamic Noise Reduction (DNR) reduces background noise
- 360-degree room coverage
- Auxiliary output jack – allows connections to other peripherals, such as an audio recorder
- Single-cord connection to phone console eliminates cable clutter on the tabletop

### Polycom VoiceStation

**Prices starting from £199 + VAT**

## 10 TOP TIPS FOR EFFECTIVE VOICE-CONFERRING:

- Meetings should be shorter than face-to-face discussions. They are more efficient but be aware that greater concentration is needed
- Don't make agendas too long: hold shorter meetings more frequently
- In an ideal world, initial meetings are better face-to-face if those involved haven't met, but if this isn't possible, appoint a chairperson and get them to briefly introduce those involved to break the ice
- Think about agreeing and observing an end time for the call as well as a start time: it's courteous and it helps participants to plan
- It's helpful for a chairperson to cut in at intervals to summarise and check for views, since there's no body language or eye contact to observe
- Arrange not to be interrupted during the period of the call
- Call from a quiet location if possible. You need to concentrate and background noise from your phone will disturb the other conference members
- Don't put your phone on hold during a call if you have on-hold ads or music on your system as you will be broadcasting to everyone
- If you have a call-waiting facility, turn it off as the beeping will be heard by all participants
- Make sure that you have all the necessary papers and references with you before the starting time

## CUSTOMER NEWS

**SOIL MECHANICS**, the largest ground investigation contractor in the UK and Ireland, installed the Siemens HiPath 3550 phone system at their new premises in Southam, Warwickshire. Sister company **CL ASSOCIATES** who provide geo-environmental advisory services also chose us to install the Siemens HiPath 3550 phone system at their new offices. Info on both at [www.esgl.co.uk](http://www.esgl.co.uk)

### DATASHARP TELECOM (Chiltern)

Linton House, The Rowans,  
Gerrards Cross, Bucks SL9 8SE

Tel: **0870 770 2670**

Fax: **0870 770 2680**

Email: [info@ds-telecom.co.uk](mailto:info@ds-telecom.co.uk)

Web: [www.ds-telecom.co.uk](http://www.ds-telecom.co.uk)

