

Technical data

Telephone system requirements

BusinessPhone 50 or BusinessPhone 250 Version 3.1 or later, with a free V.24 serial port

Host PC (server) requirements

- Microsoft Windows NT 4.0 Server
- 32MB RAM
- 100MB of available disk space
- One free V.24 serial port
- CD-ROM drive
- VGA card and monitor
- Mouse
- In addition, at least one workstation running Microsoft Windows NT Client
- *For TAPI support:* Windows NT SP4 or Windows 98.

System capacity

Up to 40 monitored agents (that is, extensions for which CTI is supported to the highest level) in call centres, and up to 80 in the office environment.

All other extensions can be specially monitored.

Supported telephone sets

All BusinessPhone telephone sets, including cordless handsets.

Windows and Windows NT are registered trademarks of Microsoft Corp.

BusinessLink for Windows NT

Computer Telephony Integration platform for Windows NT



BusinessPhone BusinessLink for Windows NT brings advanced Computer Telephony Integration (CTI) applications within easy reach of small to medium-sized organizations. BusinessLink for Windows NT integrates network server and office phone system to create a powerful solution platform for CTI applications.

With BusinessLink for Windows NT you can take advantage of a range of CTI call centre and office productivity solutions from Ericsson and certified suppliers that will help your organization run smoothly and offer high levels of service.

Gain a competitive edge with CTI

CTI can give your business a real competitive edge – by ensuring you and your customers speak to the right person at the right time, armed with the right information, every time. By enhancing and automating many communications functions, CTI offers enormous productivity and revenue gains to any organization where fast, efficient call handling is a must.

Now BusinessLink for Windows NT allows you to create a powerful, company-wide combination of telephony and computing resources, to provide a range of productivity- and service-enhancing functions. Allowing you to offer new services, save money, and reach new customers.

For example with CTI, customer database records can be retrieved immediately using the calling line ID; incoming calls can be automatically routed to the most appropriate call-handling agent or department in your organization; and telephone numbers can be called up from a computerized directory and automatically dialed in seconds.

One of the key advantages of CTI is that it makes better use of your existing phone system and computer network and, of course, your most valuable asset: your employees.

BusinessLink for Windows NT supports the industry standards Telephony (Service) Application Program Interface, TSAPI and TAPI, so it will interwork seamlessly with a range of applications and systems for other vendors. It also supports the Microsoft Windows Outlook desktop information management program.

The “partners by Ericsson” BusinessPhone partnership program, has been developed to pool ideas and resources between Ericsson and software developers, to provide customers with advanced products, solutions and support.

Improve employee productivity and satisfaction

CTI enhances productivity in three key ways: by reducing the time it takes to perform certain tasks; by creating more effective communications; and by eliminating employees’ involvement in repetitive tasks through automation.

CTI saves time too. Automated screen pops or database look-ups immediately provide employees with caller information. Computer-based directories and dial-out applications automate calling.

Communications effectiveness is enhanced through simultaneous voice and visual communications – for example, the sharing of spreadsheets or whiteboards while talking on the phone. Many call control applications allow notes to accompany a call that is transferred from one employee to another, allowing streamlined, accurate and effective call handling. Message handling may be consolidated to allow voice mail, e-mail and fax communications handled by a

single application and location. Message retrieval and call routing become visual and intuitive.

Fax-on-demand, interactive voice response (IVR) and click-to-dial applications all automate repetitive tasks and help your employees concentrate on serving customers.

Enhance customer service

CTI enhances the service you provide to your customers by reducing response time, allowing more personalized service and eliminating errors.

CTI does this through features like automatic message notification and automatic transfer of calls to off-premises customer service staff.



Control applications route calls to an appropriate person or department for assistance.

In customer service centres, BusinessLink for Windows NT in combination with applications like Call Centre Agent (CCA) allows agents to be automatically presented with a particular customer’s records when the customer is called or calls in, so enhancing the professionalism and personalization of the service you offer.

Details presented could include customer purchase history, new product details, upgrades and prices. If the call needs to be transferred or a conference call established (for example with another agent, a product specialist or a manager), the information is also transferred or presented in

parallel to the other party.

CTI can enhance customer service by eliminating human error in many cases. Fax-on-demand systems do not forget to send faxes to customers. Voice messaging system do not mis-record a caller’s telephone number.

All these features add up to reduced queue times and fewer busy tones for your callers. Leading to improved chances of making a sale in the short term: and more repeat business in the long term.

Higher revenues, lower costs

Your profitability benefits from BusinessLink-enabled CTI applications. You generate more revenue thanks to more effective phone selling and telemarketing. And you cut costs through greater staff productivity, with less time spent on calling and administration. CTI also allows you to add new telephone-based products and services, and address new customer segments.

One interesting use for CTI is the integration of calendars or schedules with the telephone system, so that incoming calls are automatically rerouted when staff are on leave, or temporarily working off site or in another department.

Certified products and partners

There are new CTI solutions appearing all the time, as innovative software developers meet new requirements and create new opportunities to make the most of today’s increasingly telecommunications-based approach to business.

The requirements of business telephone users are many and varied – more than enough for any one CTI product supplier to meet. Providing CTI solutions today requires *partnerships*.

Ericsson is working in partnership with selected suppliers –

and customers – to ensure that CTI products and solutions work successfully with BusinessPhone, that system integrators have the necessary expertise, and that commercial agreements are entered into where necessary.

To give you an assurance that these CTI products will work properly with BusinessPhone, Ericsson has established the “partners by Ericsson” program for accreditation of products and partners.

The certification program helps ensure high quality of third-party products designed to interwork with BusinessPhone, while adding to the system’s functionality, and keeping BusinessPhone at the forefront of CTI developments.

By choosing CTI applications certified under the “partners by Ericsson” program, you can be sure you’ll get the very best available product quality, functionality and support.

System features and functions

BusinessPhone BusinessLink for Windows NT is specially designed to make advanced CTI applications available to small- to medium-sized businesses using the widely-adopted Windows NT networking platform.

BusinessLink for Windows NT provides an intelligent connection between the BusinessPhone system and the enterprise computer system (network server), using the V.24 serial interface.

Up to 40 Client Stations (agent positions) can be supported by BusinessLink for Windows NT in call centres, and up to 80 in the office environment. These are connected to the CTI server via the Windows NT local area network (LAN). Further extensions can be configured as agent positions with limited CTI functionality. Extensions may be either fixed, wired or cordless.



With BusinessLink for Windows NT installed, no additional hardware or software is needed to start running CTI applications.

The main functions supported by BusinessLink for Windows NT are:

- *Application-controlled routing* – allows the routing of incoming and outgoing calls to be controlled by the CTI application (based on, for example, time-of-day, incoming call information, departmental schedules, and so on).
- *Call-based data selection* – uses information about the call (for example, calling line ID, dialled number, call type or queuing time) to retrieve associated computer information, which is then presented on the user’s computer screen.
- *Reroute specific calls on demand* – allows the calling line identity of callers to be used to route calls automatically to the most appropriate ACD group or agent, for example for handling VIP, or specific, customers.
- *Voice and data call association* – allows information retrieved by an agent during a call to be transferred, or presented in parallel, to a supervisor or colleague, if the call itself is transferred or made a conference call.
- *Screen-based telephony* – allows telephone functions to be handled and controlled from a networked computer. For example, calls can be set up using the keyboard or mouse, and call progress can be presented on screen and processed by the network server.
- *Support for BusinessPhone Operator Suite and Call Centre Assistant* – provides CTI functionality for BusinessPhone Windows NT/95 based tools for operators and call centre agents.
- *Support for Networking* – allows for CTI implementation across private corporate networks.
- *Co-ordinated call monitoring* – allows co-ordinated logging of related information in the telephone and computer system. This allows, for example, the creation of reports showing the sales figures for a certain product against the number and duration of calls related to that product.
- *Support for Microsoft Outlook* – BusinessLink for Windows NT can be integrated with Microsoft Outlook applications.