

Creating a new world
of IP opportunities



Composi Contact Center

One contact point
Many happy customers

Composit Contact Center

Composit Contact Center – Optimize Your Enterprise



Real-time IP Multimedia Customer Interaction Solution

**unified, advanced solution, Composit provides all
enterprise services and information in one place.**

Business workflow optimization

Composit provides workflow optimization through universal adaptability to enterprise business solutions. Composit's dynamic features give businesses the flexibility to react in real-time.

Open by design – easy, simple and low-cost

Composit's unique architecture is open by design. No need for expensive multi-vendor integrations, while preserving investments in existing systems. Composit lets you implement any business solution quickly and easily.

A whole enterprise, a single experience

Even if departments are geographically separate, clients are obtained and retained through exceptional, positive communication experiences.

Leading-edge technology

Composit deploys the latest technology to provide pure IP availability and built-in fault tolerance.

Full scalability

From small private businesses with four or five service representatives to large-scale enterprises, Composit is perfect for every business – offering unlimited potential for growth. From basic inbound/outbound telephone-based to multi-channel communications - Composit provides a full range of solutions.



Composit Contact Center Configuration

One central integration point

Composit™ Contact Center easily integrates back-office legacy applications, CRMs and corporate data, enabling you to create a consistent and personal customer experience. Composit provides customers with one focal point for all enterprise services and information.

Offices across the country, satisfaction across the board

Whether your organization's departments are in one office building or geographically dispersed, Composit Contact Center provides a solution that ensures a positive customer experience all around.

- Composit can be distributed over multiple sites and support representatives working from home.
- Callers are transferred to the service representative best able to meet their needs, regardless of location.
- All contact center functions are available at all sites.



Features & Benefits

■ Always a positive experience

Composit is on call 24 hours a day! During the workday and after-hours Composit works for you - handling customer requests.

■ Grows with your needs

Scalable by design, the Composit solution meets your enterprise's current requirements, with built-in expandability to accommodate future needs.

■ Tailored for your business

With Composit's built-in flexibility you can quickly and easily adapt contact center flow to business logic.

■ Responsiveness and service oriented

Composit's intuitive tools let you devote all your attention to positive customer interactions rather than deal with technology.

■ Reduces costs with improved control

Composit enables performance and trends monitoring in real-time, all the time. It gives managers control over contact center operations, improving service representative productivity, customer experience and resource allocation.

■ Time-saving efficiency

Composit ensures your service representatives have the information they need before they start talking with customers.

■ Give all your customers great service

Composit's customer-centered services give you complete control of customer experience and service level. Ensure personalized and efficient customer service for all customers: from new customers who call for the first time to high-revenue VIP customers.

■ Optimize customer waiting time

Composit makes smart use of customer wait time with a wide range of in-queue, profile-based options and services, including self-services and personal or commercial information.

■ Reduce / eliminate abandoned calls

Customers unable to wait on-line for a service representative can request a Call Proxy to keep their place in the queue or schedule a return call.

■ Abandoned but not missed

Information is collected on missed calls so customers who hang up can be called back.

■ Consolidating multiple requests

Merge multiple requests from the same customer into one request, simplifying the handling process.

■ Multiple issues - one call

With one call your customers can receive all required services.

■ Web Callback via the enterprise website

Customers can access contact center services directly from the enterprise website.

Leading-Edge Design

■ IP and TDM Compatible

Composit is suitable for both IP and traditional TDM environments.

■ Full range of connection capabilities

Composit provides single-point queue management for multiple channels (phone, email, fax, SMS and Web requests) and a variety of interaction types (inbound, outbound and dialer).

■ Integrated-by-design

Composit provides customers with a single focal point for all information by integrating enterprise legacy systems.

Composit supports all standard protocols, communicates with mainframes and integrates with any third-party software.

■ Scalability

Composit makes it easy to broaden contact center capacity by:

- Adding servers, service representatives and communication channels.
- Introducing new technologies and services.

■ High availability

Composit can provide high fault tolerance and automatic recovery based on server redundancy.

■ Advanced voice technologies

With Composit, you can benefit from the latest voice capabilities, such as text-to-speech and voice authentication.

Key Capabilities

Advanced Interactive Voice Response

Callers can access profile-targeted information and self-services without involving service representatives. Composit's intuitive and flexible multi-language IVR lets the contact center handle more calls with increased customer satisfaction.

Clever Skill-Based Routing

Composit leverages caller profile to match the caller with the most suitable service representative available. Requests can be directed to campaigns or to the customer's service representative: personal or last-called. The service representatives' skills' levels can be adjusted dynamically to accommodate changes in contact center traffic.

Complete Queue Management

Composit offers complete control of customer contacts waiting for a service representative. With Composit, waiting contacts from all channels are advanced according to dynamic blending.

Computer Telephony Integration

Composit CTI's utilization of the telephony system optimizes contact center operations and increases customer satisfaction while positively affecting your ROI.

Screen pops

Customer details are displayed before an agent interacts with a customer improving productivity and customer experience

Interactive Dialers

No longer a passive player, the enterprise can initiate contact with customers (both current and potential) using Composit dialer capabilities.

Personalized Outbound Messaging

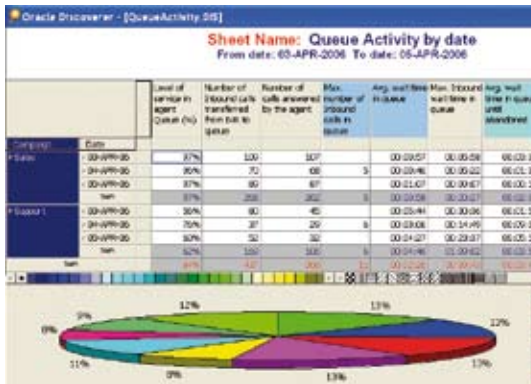
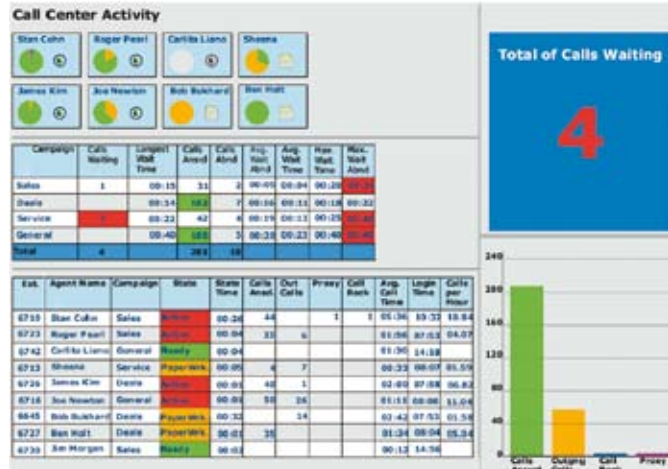
Composit can send instant personalized messages via Fax, SMS and email, on-demand or automatically.

Composit Contact Center Tools

Powerful Monitoring and Reports

Real-time information means smart decisions ▶

Composit's real-time monitor lets supervisors grasp the big picture at a glance and respond quickly to changes in contact center traffic and resource availability.



◀ **Reports - maximized customer satisfaction and CC optimization**

Composit comprehensive reports provide the basis for management decisions and contact center fine-tuning by analyzing trends, traffic and performance.

Intuitive Scripting tools

Composit scripting tools adapt the Composit solution to your business logic

Table-Driven IVR

Composit's intuitive TDI scripting tool enables non-programmers to rapidly map the business flow to handle incoming and dialer calls.

Composit Flow - an advanced business flow application builder

 ▶

This Visio-based graphical user interface empowers Composit's open architecture to create any business solution.



Centralized Administration

Composit's user-friendly GUI for optimal control

Based on familiar standards and organized into folders, Composit Administrator is the only interface you need for control. It is designed to be used by several users and provides ongoing management of configuration and operations.



◀ Streamlined Service

Smart tools keep your service representatives focused on customers and aware of their own contribution to contact center success. Agents can dynamically accommodate changes in contact center traffic and schedule follow-up calls. Presenting agents with customer information improves agent productivity and customer experience. Composit's powerful yet easy to implement SmartBar SDK enables seamless integration with any CRM.

Company profile

Experience and quality make a true telecom leader

Tadiran Telecom® has been an established innovator in telecommunications for more than 40 years. A leading, global IP business telephone and communications solutions provider, Tadiran serves businesses and organizations of all sizes with a comprehensive family of products, including IP PBXs, contact centers, IP telephones, and mobility and desktop applications.

Tadiran distributes IP communications solutions to some of the world's largest companies and organizations across 41 countries. The company's open systems-technology approach and vast experience serving businesses and organizations of all sizes in this global market, allows Tadiran to ensure smooth integration with third-party systems and endpoints, as well as legacy systems and multimedia, while emphasizing flexibility, reliability and high security.



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