



Snap Connection Software

Linking Your PC and **PARTNER**® Advanced Communications System to Enhance Productivity and Customer Service

With *Snap Connection*¹ software, your customer data and your Lucent Technologies **PARTNER**® Advanced Communications System (ACS) can work together to automatically display information about a caller on your PC screen when the telephone rings.²

Snap Connection software lets you easily integrate any Windows³-compatible database or application with your **PARTNER** ACS to provide information-rich “screen pops” of customer data.

Best of all, this computer-telephony integration (CTI) provides a variety of tools to help you increase

employee productivity *and* offer customers more professional, satisfying service.

Why Link Your Data and Your Telephones?

With these screen pops of information, you can know who your caller is as the call comes in, and have all of the caller’s “vital statistics” and customer records at your fingertips.

In addition, *Snap Connection* can integrate your **PARTNER** ACS with an array of Windows-compatible contact management and personal information management (PIM) software. These applications help you collect and manage data about

your customers, and organize the information into a contact database to enhance your sales and service operations.

Snap Connection integration helps you get much more value from your contact database. Preconfigured for use with more than 20 popular software applications—including Act!, GoldMine, Outlook, and Maximizer⁴—*Snap Connection* offers easy “plug and play” installation.

This CTI link not only prepares you and your staff to work faster and smarter by giving you quick, easy access to information—it also puts individual caller records and other data easily within reach, so your

business can offer more *personalized* and *effective* service. For example:

- A hair salon receptionist can quickly see when the caller's last appointment was.
- A doctor's office can quickly access a patient's records to verify or schedule the next appointment, or help answer questions about a prescribed treatment.
- Sales associates can see a caller's product purchasing history, previous call records, and order status.

Automation That Helps Build Productivity and Service Levels

For anyone who spends a lot of time on the telephone—whether for fielding incoming sales, service, or “help desk” inquiries, or for placing calls to customers and prospects—*Snap Connection* helps make your tasks easier and more effective.

When your telephone rings, the caller's files are displayed on your

Outbound Calling Made Easier Than Ever

In addition to matching incoming calls with records in your database, *Snap Connection* also makes planning and placing calls easy.

With *Snap Connection*, you can dial a telephone number from within any Windows application, with just a click of the mouse. For example, you can place a follow-up sales or service call to a customer by highlighting the name or phone number on the screen and then clicking on the on-screen dialer icon.

In addition, the *Snap Connection* on-screen telephone lets you manage your calls by using the PC interface. It includes many of the valuable business calling features you have with **PARTNER ACS**, such as answer, conference, hold, and transfer.

The on-screen telephone also automatically maintains a name and phone number directory of all the people you call, *and* all the people who call you.² So, the next time you want to reach someone, you can find his or her name in the directory and place the call using the on-screen phone.

With all these capabilities, the time you save in gathering, indexing, finding, and dialing phone numbers is time you can now spend meeting customers' needs and generating revenue.



The Snap Connection on-screen telephone lets you manage your call handling using the PC interface and many of the valuable business calling features you have with **PARTNER ACS**.

- Florists, pizza parlors, and other retailers who take orders over the telephone can provide faster, more convenient delivery service to repeat customers without having to ask for a phone number, address, and directions every time they call.

PC, right before your eyes. So, you're better prepared to meet the caller's individual needs, and to do it quickly. It not only helps you provide customer-pleasing service—it also helps you work more efficiently, dramatically increasing productivity.

Effortless Customer Tracking

Beyond creating a dynamic list of caller names and numbers—vendors and other important contacts as well as customers—*Snap Connection* keeps detailed records of all the calls you make and receive. A call log includes each caller's name and number², the time, the length of the call, and a notes section where you can type other pertinent information during a call.

With this information, anyone in your office with a PC and a phone can be prepared to meet a caller's needs. In addition, the call log is invaluable for billing-back calls, recording the results of a call, tracking sales and service efforts, and helping you follow up on earlier calls. The call records become part of your mission-critical customer contact database.

Maximum Ease of Use and Flexibility

Snap Connection software works with *PassageWay*® *Direct Connection* software and hardware, which have been enhanced by Lucent Technologies to support the leading standard for computer telephony—the Telephony Applications Programming Interface (TAPI). This interface is what makes the communication between your



Snap Connection is preconfigured for easy installation and use with a wide array of popular contact management and personal information management applications.

PARTNER telephone and your Windows-based PC possible.

A choice of *Snap Connection* software modules allows you to select the tools you want and to create an application that fits your budget. In addition, *Snap Connection* can work as a stand-alone application or in a local area network (LAN)—whichever meets your needs.

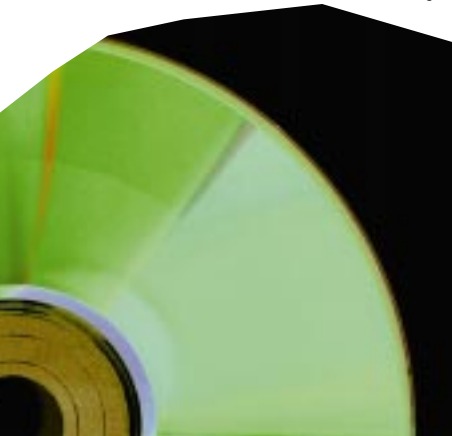
And, because it provides familiar Windows-based graphical tools, *Snap Connection* is equally easy to learn and to use, with minimal time and effort required for training.

Getting Started Is Easy, Too

As a company that includes former manufacturing and R&D units of AT&T, Lucent Technologies is a leader in delivering turnkey solutions that add value to your existing communications investment.

To learn more about how *Snap Connection* and **PARTNER** ACS can add value to your contact manager or other Windows-based software, talk to your Lucent Technologies representative or Lucent Technologies Authorized Dealer or Sales Agent. And be sure to visit our Web site at [www.lucent.com/small business].

Connection Software



System Requirements

- IBM⁵-compatible PC with:
 - 486 or higher microprocessor
 - 8 MB RAM (16 MB recommended)
 - 2 MB hard disk space
 - CD ROM or 3 1/2" disk drive
 - Available serial port
 - VGA or higher monitor
 - Mouse or trackball
- Client PC operating system⁶ with Windows 3.1, Windows for WorkGroups, or Windows 95
- **PassageWay** Direct Connection hardware and software
- **PARTNER** Advanced Communications System (ACS)
- **PARTNER** or **PARTNER** MLS display telephones
- Caller ID⁷ and **PARTNER** ACS required for screen pops



¹ Developed by Algo Communications Corporation.

² Requires Caller ID from your local service provider.

³ Windows is a registered trademark of Microsoft Corporation.

⁴ Act! is a trademark of Semantec Corp.; GoldMine is a trademark of GoldMine Software Corporation; Outlook is a trademark of Microsoft Corporation; Maximizer is a trademark of Maximizer Technologies, Inc.

⁵ IBM is a registered trademark of IBM Corporation.

⁶ Must support TAPI.

⁷ Caller ID name and number availability is determined by your local service provider.