



## NEC's Perfect Communicator

Message Delivery that Puts YOU in Control

Great marketing targeted at the right audience leads to one thing...more sales and growth. NEC can help you achieve that growth with NEC's Perfect Communicator. This solution is a proactive audio delivery system that puts you in control of when, where, and how your message is presented at every location in your network – all from a single location!

NEC's Perfect Communicator can be tailored to fit your needs. It can grow when you grow whether you have a few locations or thousands. You can pick the features you need to make it the perfect custom solution for your organization.

### *At a Glance*

- Standardize and control your message – nationwide
- Target consumers with pinpoint accuracy
- Maximize value with a single solution for many locations
- Enhance customer service delivery

### *Standardize and Control Your Message – Nationwide*

NEC's Perfect Communicator gives you the peace of mind that can only come from knowing that your message is going to the right people at the right time. We've taken the guesswork out of on-hold and in-store marketing messages by putting you in control of their delivery.

You can schedule prerecorded messages for targeted delivery at specified times, whether via an overhead paging announcement, a message on hold, a caller-targeted message, or even a main greeting. Using the Windows-based Media Communications Server Client, you can drag and drop audio files into time slots and construct custom lists to distribute updates to every location from one centralized server.

### *Target Consumers with Pinpoint Accuracy*

Even the best ideas delivered to the wrong audience are a waste of time and money. NEC's Perfect Communicator can play a specific announcement to a caller based on the call destination they select. Now you can market your latest promotion for a specific product directly to a caller who wants information about that product!

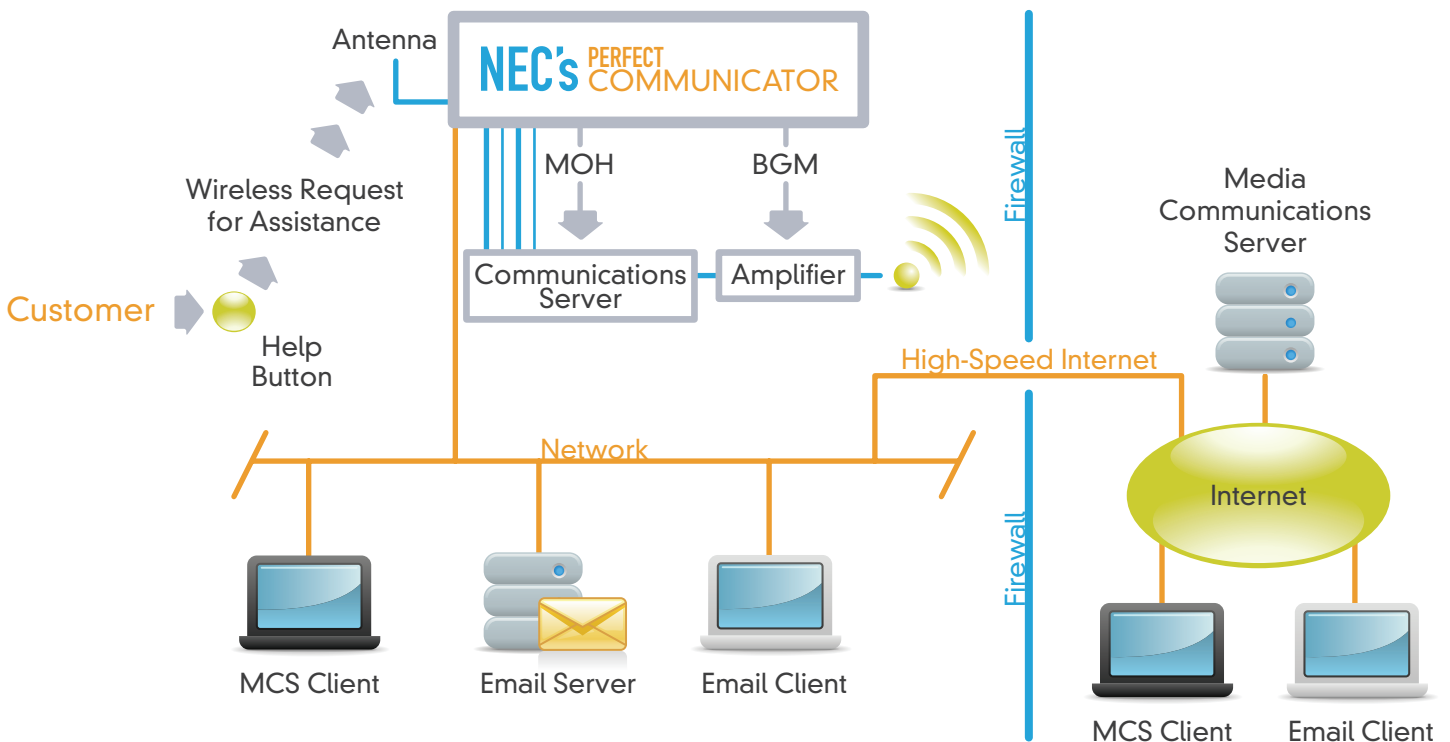
## Maximize Value with a Single Solution for Many Locations

In addition to providing the means to perfectly target your advertising, this easy-to-use one-box solution can provide music on hold and background music for your locations. You can customize this music for each location by using your own selections or by choosing from our tremendous collection – which includes over 200 genres of both license-free and fully licensed selections. You also retain complete control of when and where the music is heard. NEC's Perfect Communicator can be plugged directly into the music on hold and/or background music port of your telephone system, so you choose what and when to play music on hold and/or background music over your paging system.

Wireless call points are also available with the NEC's Perfect Communicator. Customers simply press these conveniently-located buttons – available in both desktop and end cap-mountable configurations – to request help when and where they need it. No other product on the market today offers these features in a single solution.

## Enhance Customer Service Delivery

By offering access to a large number of reports that can be customized to provide the information you need, NEC's Perfect Communicator can keep you informed about the needs of each of your locations. Knowing the customer wait time for Wireless Call Point Responses and telephone calls can alert you to problems with staffing or show you just how efficient your workers really are.



Empowered by Innovation

**NEC**

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