

# Instant Conferencing

The ability to conference and hold 'virtual meetings' has always been recognised as an essential business tool to bring companies and customers together. Yet organisations may be reluctant to utilise the full power of conferencing due to the perceived prohibitive costs involved.



**The ability to conference and hold 'virtual meetings' has always been recognised as an essential business tool to bring companies and customers together. Yet organisations may be reluctant to utilise the full power of conferencing due to the perceived prohibitive costs involved.**

On-site conferencing equipment is often too expensive to be viable for the smaller business and the associated costs when conferencing via a business service are considered to outweigh the perceived benefits

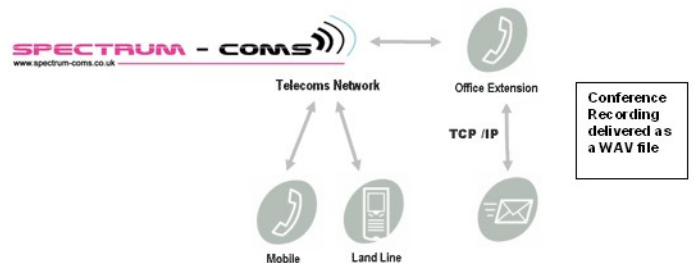
Instant Conferencing offers an affordable solution. It allows conferencing between parties without incurring set-up charges per conference that can potentially offer significant overall savings. This is ideal for mobile employees as it can be accessed from office extensions or any telephony enabled device.

Instant Conferencing can be used in conjunction with intelligent Call Recording to give you the added benefit of recording your telephone conversations, which can be stored and recalled for reference at any time without the need to purchase expensive on-site recording equipment.

The person starting the conference, the chairperson, has the option of recording simply by pressing the star key on the phone and pressing it again to stop recording.

For ease of listening to recordings, the telephone keypad can be used to control volume, speed, pausing, playing, rewinding, fast forwarding and positioning to the start or end of the recording.

The Hosted Instant Conferencing service enables the business to get staff together as a team irrespective of their location, without incurring extortionate costs or wasting valuable time.



# Features and Benefits of the Instant Conferencing Service

Feature	Description	Benefit
<b>Instant Conferencing</b>	Initiate a conference to start immediately.	<ul style="list-style-type: none"> <li>• No need to book in advance</li> <li>• A cost effective solution</li> <li>• No bureau service conference charges</li> <li>• No premium per minute charges for each connected party</li> <li>• Ideal for staff spread across multi-site organisations since the costs of travelling to meetings can be avoided</li> </ul>
<b>Flexible Functionality</b>	During a conference, the participants are given the flexibility to hang up and rejoin.	<ul style="list-style-type: none"> <li>• No limit to number of participants</li> <li>• Very simple procedure to follow</li> </ul>
<b>Call Announcements</b>	Participants are announced as they join and leave the conference. As the conference nears the end of its duration, members will hear expiry warnings. If a conference reaches its expiry time, it will be automatically extended.	<ul style="list-style-type: none"> <li>• Informs the group of who is present and how much time is left</li> </ul>
<b>Call Recording</b>	The person starting the conference, the chairperson, has the option of recording by pressing the star key on the phone and pressing it again to stop recording. The telephone keypad can be used to control volume, speed, pausing, playing, rewinding, fast forwarding and positioning to the start or end of the recording for ease of listening.	<ul style="list-style-type: none"> <li>• Provide peace of mind</li> <li>• Retrieve and review the contents of previous telephone calls</li> <li>• Enhance understanding of the customer experience</li> <li>• Reduce the risk of misinterpreting information</li> <li>• Resolve disputes on a fair basis</li> <li>• Help identify staff training needs</li> </ul>
<b>Time Zones</b>	Users within a specific user community are associated with their time zone.	Ensures user interface is in their 'local' time.

## Upgrade Options

The Instant Conferencing service is part of the suite of hosted business applications and so can be extended with other modules to meet changing business needs.

To find out how Spectrum Coms can help your business, please call us on 0845 4508292  
Email [businessenquiries@spectrum-coms.co.uk](mailto:businessenquiries@spectrum-coms.co.uk)

To find out how Spectrum Coms can help your business,  
please call us on 0845 4508292  
Email [businessenquiries@spectrum-coms.co.uk](mailto:businessenquiries@spectrum-coms.co.uk)

