



Bizo Virtual Reception Service Description



Copyright © 2004 Business Online Limited

Bizo is the trading name for Business Online Limited. This document is free to view in electronic form via your World Wide Web browser, however Bizo maintains copyright. You are entitled to make one copy for research purposes, however you may not further copy or republish them or store them in your computer or elsewhere except as required by your browser for the sole purpose of viewing them while using the browser.

This document is the property of Business Online Limited (Bizo) and is made available only upon these terms and conditions. Bizo reserves all rights herein. Reproduction or disclosure other than under these terms in whole or part is permitted only with the written and express consent of Bizo.

All liability of any nature whatsoever in relation to the information contained in this report is excluded.

All rights are reserved.

Document Reference Information

| | |
|-----------------|---|
| Authors / Group | Business Online Ltd |
| Release Date | 23 rd November 2004 |
| Revision | 1 st December 2004 version 1.1 final draft |

TABLE OF CONTENTS

| | | |
|--------|--|----|
| 1. | What is Bizo Virtual Reception? | 5 |
| 2. | What are the benefits of Bizo Virtual Reception? | 7 |
| 3. | How does Bizo Virtual Reception work?..... | 9 |
| 3.1 | Service Description | 9 |
| 3.1.1 | Small Business Reception | 10 |
| 3.1.2 | Automated Order Taking | 10 |
| 3.1.3 | Outbound Notification | 11 |
| 3.2 | What's Included | 11 |
| 3.3 | Out-going Messages | 11 |
| 3.4 | Recording Out-going Messages..... | 12 |
| 3.5 | Voice Mailboxes | 12 |
| 3.6 | Configuring OGM Menu Options | 12 |
| 3.7 | Data Entry..... | 13 |
| 3.8 | Remote Access by Telephone..... | 13 |
| 3.9 | Transferring Messages..... | 14 |
| 3.10 | Configuring Outbound Calls..... | 14 |
| 3.11 | Reporting | 15 |
| 3.12 | Integration with other Bizo services..... | 15 |
| 3.12.1 | Get Connected..... | 15 |



| | | |
|--------|--|----|
| 3.12.2 | Get Secure | 15 |
| 3.12.3 | Get Working | 15 |
| 3.13 | Quality Assurance and Change Management | 16 |
| 3.14 | Ongoing System Supervision and Performance Monitoring..... | 16 |
| 4. | Is Bizo Virtual Reception for you? | 17 |
| 4.1 | Could you do it yourself?..... | 17 |
| 5. | What are Your Responsibilities? | 18 |
| 5.1 | Bizo Service Offer and Terms | 18 |
| 5.2 | Telephone lines are yours..... | 18 |
| 5.3 | Acceptable Use Policy | 18 |
| 5.4 | Privacy Policy | 18 |
| 5.5 | Support | 18 |
| 5.6 | Feedback..... | 19 |
| 6. | Installing Bizo Virtual Reception | 19 |
| 7. | Online Configuration of Bizo Virtual Reception..... | 19 |
| 8. | On-line Reporting | 19 |
| 9. | Copyright Information | 19 |

1. What is Bizo Virtual Reception?

Bizo Virtual Reception is an outsourced telephone answering service, voice-mail, call attendant, audio-text, interactive voice response (ivr) and automated calling and message notification service for small to medium-sized businesses.

Bizo Virtual Reception can work in conjunction with an existing receptionist or provide an improved customer experience where there is no receptionist, and can redirect in-coming calls during office hours or take messages for a number of voice mail boxes after hours.

All calls (including those answered by you) are logged with date, time and caller ID. The recorded messages can be played at any time, forwarded to an email address, SMS text message to mobile phone, accessed via the internet or, if necessary, saved for future reference.

Applications for Bizo Virtual Reception are very broad. Some of the typical configurations include:

- Voice mailbox service (from a single answering message to hundreds of voice mailboxes).
- Call attendant (using the menu call transfer features) to direct calls and provide remote notification.
- Telephone information lines or AudioText type systems.
- Automated telephone order taking.
- Automated telephone surveys (using the number entry features linked to a database).
- Credit card telephone account payment.
- Dial in computer control or information (eg. Dial in to test security alarm or to restart server).
- Automated outbound call systems.

Some of the unique features of Bizo Virtual Reception include:

- Low cost subscription based pricing – no onsite equipment or technical expertise required.
- Multiple telephone line support.
- Caller ID logging (even if no message is left) feature means that you can identify your callers before responding.



- Key press menus and ability for caller to enter numbers.
- Automatic message forward by email or upload to internet.
- Remote Voice Mailbox access (listen to messages by dialing-in).
- Save in-coming messages as wav files (keep messages for legal/record purposes).
- Automatic hours feature (enter your office hours and it will automatically answer after hours).
- Automated Outbound Calling service to play telephone messages to a list of numbers.
- Each Voice Mailbox has its own email forward, internet access page or remote access.
- Free professionally voiced greetings included.
- Bizo Technical support monitors the services all day, every day.
- Bizo Control Panel provides easy configuration through the web-based front end.
- Bizo Control Panel provides enhanced usage reporting.

2. What are the benefits of Bizo Virtual Reception?

Bizo Virtual Reception frees up you and your staff from having to wait around the office to answer telephone calls. You can receive notification of call messages by Telephone call, Mobile text message or email wherever you are. Caller ID also allows you to identify callers before responding.

Bizo Virtual Reception gives your business a professional telephone reception interface with the public and your customers. The flexible menu and mailbox structure allows you to organise your customer reception to suit your business.

The wide range of time date and number options allow you to offer different menus for different numbers or dialing in locations. You can use these features to target geographic areas with special offers or individualised information.

The benefits of using Bizo Virtual Reception for enhancing your business include:

- No need for a permanent receptionist or expensive answer service.
- Low-cost pre-defined monthly charge with no hidden or unexpected support, maintenance or upgrade costs.
- Easily expands as your business grows.
- Create custom Interactive Voice campaigns without spending a fortune.
- Service maintained by specialists around the clock.
- Stay leading-edge with updates and technology at no extra cost or effort.
- Release staff resources from basic message handling tasks.
- Bizo Control Panel provides online configuration of your telephone reception menus and messages and includes easy access to online reports showing call details, durations, time and date.
- Easy to Use - intuitive, user-friendly interface; administrator access to timely, live technical support.
- Stay in Charge – Your staff administrators can control every aspect of managing your telephone reception messages and menus.
- No Technical Expertise Required – Bizo provides services for many businesses. We have built an enterprise-level infrastructure that most companies cannot afford to invest in. Bizo Virtual Reception is delivered with a quality of service that few organisations can enjoy:



- Our services are monitored 24 hours a day, every day.
- We keep spare parts on hand for rapid replacement in case of hardware issues.
- All software updates and security patches are thoroughly tested in our testing environment before production deployment.
- Automated Intrusion Detection systems are active day and night to ease your worries.
- The Bizo Control Panel offers a sophisticated web-based interface to ease administration, without risk.

3. How does Bizo Virtual Reception work?

Bizo Virtual Reception is based on the integration of interactive voice technology, and telecommunication services, with the Cortex™ automated provisioning and reporting platform.

Bizo Virtual Reception is designed to be very simple to configure and manage. From a standard Web Browser a customer can subscribe to the service and select the reception design that you want to assign for your business.

Bizo Virtual Reception is an effective voice mail, call attendant, info-line or audio-text solution for small to medium businesses. For example, Bizo Virtual Reception can redirect in-coming calls during office hours or take messages for a number of voice mail boxes after hours. All calls (including those answered by you) are logged with date, time and caller ID. The recorded messages can be played at any time, forwarded to an email address, accessed via the internet or, if necessary, saved for future reference.

Customer-nominated administrators are also able to add, delete and manage their voice mailboxes and menus at any time. They can also view online reports that provide useful historical information on call traffic. This information can be used to better help you understand how staff, phones, and voice mailboxes are being used by the public and your customers.

3.1 Service Description

Bizo Virtual Reception is a sophisticated programmable telephone voice automation system. On your behalf Bizo Virtual Reception will answer calls, take messages (voicemail) and interact with the caller (interactive voice response).

Bizo Virtual Reception can be custom configured for a wide range of complex applications. Three standard configurations are provided. Small Business Reception, Automated Order Taking, Outbound Notification. These are described in further detail below.

Note that extra Voice Mailboxes, Out-going Message menus, Voice Ports, and custom options are available on request.

A wide range of custom applications can also be configured on request, a few of these include:

- Voicemail (from a single answering message to hundreds of voice mailboxes).
- In-coming caller ID logger or display.
- Call attendant (using the menu call transfer features) to transfer and direct calls.
- Telephone information lines or AudioText type systems.

- Automated telephone surveys (using the number entry features linked to a database).
- Credit card telephone account payment.
- Automated outbound call systems (eg. telemarketing, phone notification systems etc.)

3.1.1 Small Business Reception

This configuration provides the basic elements to provide small businesses with a sophisticated automated reception services. The service includes:

- Includes one voice port handling both incoming and outgoing calls.
- Includes 10 Out-going Message menus.
- Includes 5 voice mailboxes.
- Includes fixed and predictable costs.
- Includes SMS text alert to mobile phone (one mobile per mailbox).
- Includes voice message to email (one email address per mailbox)

Note that we recommend you provide the dedicated phone line for ease of number portability.

3.1.2 Automated Order Taking

The Automated Order Taking configuration allows customers to dial-in and order goods or services according to pre-set recorded questions and caller key entry commands.

- Includes one voice port handling both incoming and outgoing calls.
- Includes 10 Out-going Message menus.
- Includes 5 voice mailboxes.
- Includes fixed and predictable costs.
- Includes SMS text alert to mobile phone (one mobile per mailbox).
- Includes orders published to web site.
- Includes voice message to email (one email address per mailbox)

Note that we recommend you provide the dedicated phone line for ease of number portability. Optionally we can configure this system to print out orders in your office or storefront.

3.1.3 Outbound Notification

The Outbound Notification configuration allows customers to receive a range of recorded information based on keys entered during the call. The users dialed may interact with the menus to place orders, record their preference, or to access specialized information.

- Includes one voice port handling both incoming and outgoing calls.
- Includes 10 Out-going Message menus.
- Includes 5 voice mailboxes.
- Can store up to 10 Outbound Phone lists.
- Includes fixed and predictable costs.
- Includes SMS text alert to mobile phone (one mobile per mailbox).
- Includes Voice Message to email (one email address per mailbox)

Note that we recommend you provide the dedicated phone line for ease of number portability.

3.2 What's Included

Bizo Virtual Reception includes:

- Service Activation
- Default Configurations
- Technical Support
- 24 x 7 system monitoring, maintenance and upgrades
- Administration Guide
- Bizo Control Panel Access to service Administration and Online Reports

(NOTE: we recommend you provide the dedicated phone line for ease of number portability.)

3.3 Out-going Messages

Out-Going Messages ("OGMs") are central to the way Bizo Virtual Reception works. The call state at any time is based around the current OGM. The information that attaches to the OGM determines how the call proceeds.

When the service is used as a simple answering machine, only one OGM is needed. That OGM will be the message "Thank you for calling ... please leave a message after the tone". The Properties of that OGM will be set with the active command "Leave Message for Mailbox... Default" at the message end.

A more sophisticated interactive voice response setup might have hundreds of OGMs all chained together with menus and other active commands. Each OGM could have different menus, messages and other properties.

OGMs must not be confused with Mailbox Personal Greetings. While they are both messages and can sometimes do the same thing, Mailbox Personal Greetings cannot have any interactivity attached to them and are linked directly to a single Mailbox.

3.4 Recording Out-going Messages

When configuring Bizo Virtual Reception via the Bizo Control Panel you can either upload your own recorded Out-going Messages as WAV files or enter the text and we will have the OGM's professionally recorded for you.

3.5 Voice Mailboxes

When the caller leaves an In-Coming Message it is usually recorded into a Voice Mailbox. The Mailbox Properties determine how and where the message will be sent or accessed. Messages can be forwarded as attachments to an email, uploaded to an internet access web page, or accessed remotely by dialing in to Bizo Virtual Reception and entering your unique Voice Mailbox number.

Usually, you would setup one Mailbox for every person in your office who would be receiving voice messages.

A Mailbox can also have a personal greeting that will be played immediately before the message is recorded. In a single Mailbox setup, you would not use this (the OGM would be the greeting), but with multiple Mailboxes you might want to use a personal greeting for each Mailbox.

3.6 Configuring OGM Menu Options

A menu option is an option that a caller can select by pressing a key on their telephone keypad. When they press the key, Bizo Virtual Reception automatically activates the command. For example, "To hear our opening hours, press 1...".

Configuration is easy via the Bizo Control Panel. For each telephone key that the caller could press ('0' to '9', '*' and '#'), you can select the active command that Bizo Virtual Reception should execute when the key is pressed. If you do not want to assign an option to a particular key, you can select either the "No Response" or "Invalid Option" drop down menu items.

Note: by convention the '*' key is usually used for Mailbox Access Control (on an answering OGM), otherwise it should be set to "Go to..." the previous OGM or to "Repeat OGM". The press '#' key is usually reserved for data entry or otherwise "No Response".

3.7 Data Entry

The Automated Order Taking configuration can accept multiple-digit data from the caller. This is useful for passwords, order taking, customer surveys, credit card numbers and so on.

The number that the caller enters is stored with a variable name. Each number that the caller enters must be given a different name so that the information can be accessed later.

The caller normally completes the entry by pressing the '#' key or by reaching the maximum number of digits. In both cases Bizo Virtual Reception executes the "press '#'" command.

Before executing the active command, Bizo Virtual Reception will validate the variable using a number range or a list of valid (or invalid) numbers that you configure. If this test fails, Bizo Virtual Reception says "that is not a valid number" and replays the OGM.

3.8 Remote Access by Telephone

You can check your Bizo Virtual Reception messages in any Mailbox by dialing in. To do so, you must configure your Voice Mailbox with the "Remote Access (check messages by telephone)" option ticked and then remember your unique Voice Mailbox number.

To access your Mailbox, when the call is answered, press the '*' key then enter your access code followed by the '#' key. You will then be played any new messages. The options are:

1. Play the Message Again.
2. Keep the Message and Skip to Next.
3. Transfer to another mailbox (see below).
5. Delete Message.
8. Enter Mailbox Setup.
9. End the Call (Goodbye).

* Another Mailbox.

Keep the Message and Skip to Next.



If you press 8, you can enter Mailbox Setup to record your personal greeting. The Mailbox setup options are:

1. Play Personal Greeting.
 2. Record Personal Greeting.
 5. Stop (Play or Record).
 9. End the Call (Goodbye).
- * Another Mailbox.
- # Stop.

3.9 Transferring Messages

To transfer a message to another Mailbox press 3 followed by the unique Voice Mailbox number of the other mailbox and then #.

3.10 Configuring Outbound Calls

The Outbound Notification configuration of Bizo Virtual Reception is designed to make automated outbound calls. It automatically dials the number, waits for the caller to answer then starts with an OGM.

Note that if you also use your phone line for incoming Bizo Virtual Reception calls you may wish to purchase an additional phone line and Bizo voice port.

The Bizo Control Panel allows you to enter the list of numbers to call. Once you have configured the numbers to be called you can select or add the OGM(s) that you wish the Outbound Notification to start with when the call is answered.

The Outbound Notification option can be set to attempt to redial numbers that were not answered. It goes through the list once. At the end of the list, it repeats the list calling all numbers not answered.

If a call to a particular number fails you can configure the time before which a retry will be attempted. The default is 30 minutes. You can also configure calls to be made between a fixed time of day (to stop calls late at night for example).

Answer detection is never accurate because a computer cannot easily tell the difference between voice and some tones. In all circumstances you should design your outbound menu structure to be tolerant of early detections, false detections and late detections.

3.11 Reporting

Bizo Virtual Reception provides call traffic reporting via the online Bizo Control Panel.

Bizo Virtual Reception logs every call (including those calls that are not answered). The log includes the date, time, caller id (if available) and whether or not it was answered.

3.12 Integration with other Bizo services

Bizo Virtual Reception is one of a number of Bizo services. While you can subscribe to Bizo Virtual Reception by itself, for ease of use Bizo Virtual Reception integrates tightly with the other Bizo services.

Bizo also offers a variety of pre-packaged managed services from single subscription-based hosted services such as Business Messaging, to comprehensive and ready-to-deploy solutions for a wide range of business needs. Adding or deleting any additional services is an easy and template-driven process.

The available Bizo service suites are described as follows. “Get Connected” is the Bizo network connectivity suite; “Get Secure” is the Bizo security suite, and the final section summarises the Bizo “Get Working” suite of business services.

A service description for each service is available for download from the Bizo website (www.bizoservices.com).

3.12.1 Get Connected

- Bizo Internet

3.12.2 Get Secure

- Bizo Defend Perimeter
- Bizo Defend End-Point
- Bizo Email Filter
- Bizo Web Filter
- Bizo Backup
- Bizo Systems Monitor

3.12.3 Get Working

- Bizo Business Messaging
- Bizo Virtual Reception
- Bizo Payroll

3.13 Quality Assurance and Change Management

Bizo operates a strict QA system to ensure compliance with the future objective of ISO quality accreditation. All policies and procedures are fully documented, recorded and controlled.

Quality is taken as individual responsibility throughout the organisation, from CEO downwards. Service changes are managed through strict adherence to the Bizo ITIL-based Change Management process.

3.14 Ongoing System Supervision and Performance Monitoring

The Bizo Virtual Reception delivery environment is constantly monitored with custom designed software both internally and externally. All unusual data and performance statistics are subject of event-driven immediate human review.

4. Is Bizo Virtual Reception for you?

Bizo Virtual Reception is an essential service for any business that needs some form of automated telephony service. This service benefits three types of business in particular; those that have staff currently tied up answering the phone; those that are currently missing calls and opportunities by not having a dedicated person or system; and those businesses who are paying too much for an external reception service.

Bizo Virtual Reception is a must for a business with any of the following criteria:

- You have unproductive staff waiting around to answer the phones.
- You miss calls because everyone is out.
- You are paying too much for a secretarial answer service.
- Your business could benefit from automating either outbound call surveys or inbound information lines.

4.1 Could you do it yourself?

With the economies of scale Bizo invests in a substantial technical and support environment to deliver, operate and manage Bizo Virtual Reception infrastructure. While you could build and manage a similar infrastructure for your own business the effort and costs would be prohibitive. When evaluating DIY alternatives for your telephony requirements consider the following:

- Can you justify the upfront and ongoing capital cost for servers and software, and every two or three years, more servers, more memory, more software?
- Can you justify the resource required to maintain, support, and upgrade a system such as this?
- Are you better to put the money, effort and staff resource in growing your business?

5. What are Your Responsibilities?

To make the most of Bizo Virtual Reception it is important that you familiarise yourself with the specific service requirements and the Bizo support and service policy and processes. The key customer responsibilities are described below.

5.1 Bizo Service Offer and Terms

This document is the contract between Bizo and our customers for the provisioning and supply of Bizo services. Please read this carefully and discuss any questions with Bizo sales staff.

5.2 Telephone lines are yours

All we need from you so that we can technically implement Bizo Virtual Reception is for you to instruct us to have your telephone line connected to our data centre. We recommend you retain ownership of your telephone number in case you want to transfer it elsewhere in the future.

5.3 Acceptable Use Policy

The Internet is a very large community of computer users. As with any community it is important that we work together and avoid harm to each other. Bizo has a standard Acceptable Use Policy which is published on our website (www.bizoservices.com). This policy details the ways in which the Bizo services must and must not be used. This policy helps safeguard Bizo customers and other Internet and network users.

5.4 Privacy Policy

Bizo takes responsibility for looking after your information very seriously. The Bizo Privacy Policy is also published on our website (www.bizoservices.com) and describes our commitment to the privacy and security of your information.

5.5 Support

Please report any service faults as soon as you can. In every likelihood our 24 x 7 monitoring service has already identified the fault and staff are working to remedy. You can contact the Bizo Support Desk by emailing or by phone, please see the website for access details.

Remember that if you don't let us know it is harder for us to help you.

You can subscribe to new Bizo services or additional features to existing services via the Bizo Control panel online interface.



5.6 Feedback

Please let us know if we can improve our services, or if there are any new functions, features or services that would help your business.

6. Installing Bizo Virtual Reception

Once you have subscribed to one or more Bizo services they will be provisioned centrally by our support team. Following the completion of the provisioning process you will be contacted with details of login to the Bizo Control Panel.

The Bizo Control Panel offers access to Installation, Configuration, and Reporting information for all Bizo services.

All installation and configuration instructions are online, available from the Bizo Control Panel on our website (www.bizoservices.com).

7. Online Configuration of Bizo Virtual Reception

The Bizo Control Panel service configuration screens take you through the establishment and management of your security enforcement policy with simple step-by-step selection choices. The Bizo Control Panel allows you to complete a wide range of Service administration tasks for your staff.

Further configuration instructions are available as online help from the Bizo Control Panel on our website (www.bizoservices.com).

8. On-line Reporting

The Bizo Control Panel also offers access to Reporting information for all Bizo services. Simple step-through screens allow a range of simple reports to be viewed online.

9. Copyright Information

Both downloadable and on-screen documentation are free to view in electronic form via your World Wide Web browser, however Bizo maintains their copyrights. You are entitled to make one copy for research purposes, however you may not further copy or republish them or store



them in your computer or elsewhere except as required by your browser for the sole purpose of viewing them while using the browser.