

# callista

## multifunctional

### vital statistics



**How long do you think your business would last without a phone system? Not long. And yet so many businesses take this vital business asset for granted. You'll probably have a very clear picture of your overheads from payroll to the power bill - but do you know or understand how your phone system is working for you — or how much it's really costing you? When times get tough (and even when they aren't) every cent and knowing where it's being spent and by whom is critical.**

Callista Multifunctional is a valuable management tool to help you manage your phone system — and your business — from staff/customer/sales management to call cost analysis and call carrier management — and it provides all of this information at a glance.

Ask yourself this . . .

- From a sales point of view, do you know how many calls you're receiving from your suppliers/resellers and how that equates to sales ?
- From a support point of view, do you know how many times your customers are calling you and if this is more or less than expected ? If it's more, can you use this information to up-sell customers into more training ?
- Do you really know who's calling you and how often ? And do you know how often your staff is making calls and to whom and does this generate business for your business ?
- How do you know how accurate your telephone account is ?

Callista Multifunctional will provide answers to all these questions providing you with total control of your business in the good times and the bad.

#### IN BRIEF

- Allocate call costs to employees, divisions, departments, tenants, clients, customers, projects and matters
- Track cellular trunk usage & pricing
- Track high-speed internet usage <sup>2</sup>
- Add margins to calls for efficient cost recovery
- Analyse the cost of calling mobile phones
- Analyse the cost of providing support to customers
- Protect your business from phone abuse
- Monitor phone hackers (phreakers)
- Determine the number of trunks (exchange lines) required
- Analyse phone answer response times
- Locate peak calling times during the business week
- Follow up lost calls <sup>1</sup>
- Customise your call pricing plan
- Automatic phone number recognition by company or client
- Account code/PIN support by employee, department or client/matter
- Powerful reporting features with sophisticated filtering to produce only the information you want to see
- Automatic report scheduling
- Find out how often specific numbers are calling you <sup>1</sup>
- Find out how often specific numbers are being called <sup>1</sup>
- Find out your business growth source based on who is calling you <sup>1</sup>
- Find out if your voicemail/auto-attendant is performing correctly <sup>3</sup>
- Integrated User Guide

<sup>1</sup> Requires CLI & your PABX must support this feature

<sup>2</sup> Requires CIBI & internet billing device

<sup>3</sup> PABX dependent



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performance.  
professionalism.  
profitability.

## FEATURES

- Easy-to-use, intuitive interface, easy access to all options from button or tree menu for both novice and advanced users
- All options available from within Callista utilising common toolbars and interfaces
- Complete, integrated user guide
- Report images and descriptions integrated into menu for easy identification of report data
- Reports provide powerful filtering options to produce exactly the data you want to see
- True 32-bit system for Windows 2000 / XP Pro / 2003 / Vista with robust, highest quality data communications
- Data communications diagnostics and monitors facilitate speedy installation and ensure communications with PABX are secure and are easily supported
- Log calls via LAN, serial port or to a file <sup>1</sup>
- Track and bill high-speed internet usage <sup>2</sup>
- Real-time call data archiving even across networks with automatic fall back/roll forward recovery to ensure total data archive integrity
- Automated nightly back-up for complete data security
- Fast ,on-line access to Callista Support Centres providing both chat and remote control for ultimate assistance
- Schedule reports to automatically, print, export or e-mail. E-mailed reports can be either HTML or PDF format to fully preserve layout and graphics
- Export data to a wide range of standard format including PDF, Word, Excel, XML, HTML.
- Integrated industry-standard zip/unzip of archived calls and backups to eliminate the need for any other zipping applications or additional licensing
- Integrated e-mail to Callista support centres including automatic attachment of zipped call data for fast diagnostics and support
- Web-based automatic or manual updates to the software, PABX interfaces, reports, user guide and carrier pricing tables
- Support for an unlimited number of extensions, employees, departments, divisions and clients/projects
- Powerful PIN support for clients, matters, employees or any combination of these
- Multiple pricing margin tables for adding surcharges to calls for client billing
- Shipped with complete major carrier pricing tables, fully supporting per second billing and national/international exchange names and numbers
- Fully featured customized pricing to allow customers to configure their own negotiated rates with each carrier either as a discount from standard

