

FacetPhone Customer Service

Overview

FacetPhone is an extremely reliable IP-PBX telephone system that can improve a company's customer service, communications, productivity, cost structure and overall operation. FacetCorp, or a FacetCorp partner, will provide the customer with on-site installation of the FacetPhone system. They may also make a pre-installation site planning visit to the customer. During the installation visit, they will provide the customer with user and administrative level FacetPhone training. Once the installation and training are completed, the FacetPhone system will be supported and maintained by FacetCorp via Internet connectivity. Below are the key ingredients that make this customer service program so effective.

Architecture

FacetPhone has been architected from the ground up with reliability, based on industry standard components as a cornerstone.

Telephone Server – FacetPhone is built on an industry standard “off the shelf” computer server. This makes the FacetPhone server more readily serviceable and less expensive. It uses the reliable, robust and scalable Linux/UNIX operating system. Again, this results in higher reliability and lower cost.

Media Gateways – All IP-PBX telephone systems use media gateway technology. These media gateways generally perform the job of converting voice, which is analog, to digital data and vice versa. Most other phone systems put the media gateway functionality inside the computer server. With the media gateways inside the telephone server, the gateways cannot be easily maintained, upgraded, or expanded without turning off the phone system. And, it becomes difficult if not impossible to have a different telephone server, for example at another office location, take control of those gateways. This results in a limited and overly complex implementation of any multi-location phone system.

FacetPhone is designed to use media gateways that are external to the telephone server. These are industry standard network appliances that simply plug in to the Ethernet network with an RJ45 connection. Depending on the size of the gateway (1-port, 4-port, 16-port, 24-port, etc.), these devices are either rack mountable or shelf stackable. From a customer service perspective, the benefits of this architecture are many. Among them:

- 1) System expansion – Customers may expand the FacetPhone system with more stations or CO lines or T1 connections without worrying about what will fit in the existing server hardware. In addition, customers may easily add-on to their phone system without needing an expensive on-site service call from the

supplier. And this can be accomplished without ever turning off the phone system! Add-on gateways can be preconfigured and shipped such that the customer can simply plug in the device.

- 2) Gateway maintenance – Likewise, the same approach can be taken from a maintenance perspective if a gateway ever needed to be replaced. A replacement gateway unit can be preconfigured, shipped and installed without an on-site service call.
- 3) Multi-location environments – Whether a customer has just a few telecommuters, or multiple office locations, the FacetPhone media gateway architecture gives them maximum flexibility. Since the gateways are network connected devices, they can be controlled, managed and administered from anywhere with network access to the gateway. For example, the stations and lines in one location can be easily controlled by a server in another location. This allows the customer with multiple locations to control the gateways in those locations with a single server or with multiple cooperating servers. The FacetPhone architecture combined with a distributed topology automatically results in a highly reliable system with built-in redundancy. See the FacetPhone Multi-Location Server Configuration Options document for more details.

Internet Connectivity

FacetCorp directly maintains a customer's FacetPhone system remotely from their Dallas, Texas offices. This is accomplished with a secure Internet connection to the customer's FacetPhone system. This allows FacetCorp to remotely monitor, maintain, update and upgrade the FacetPhone system, with minimal involvement from the customer. With traditional PBX telephone systems, whenever a problem occurred or service was required, it almost always involved an expensive site visit from the supplier. With FacetPhone's IP architecture, whenever a hardware problem occurs, it is almost always easily diagnosed remotely over the Internet.

Customer Managed

FacetPhone is designed for customers to manage their own configuration changes, such as moves, adds and changes right from the FacetPhone Java-based graphical user interface on their PC. With FacetPhone, user configuration changes are easy and straightforward. The requirement to physically move a telephone instrument, or request an on-site telephone service call just to allow a user to keep their old extension number whenever they change office locations is a thing of the past with FacetPhone.

Of course if a customer prefers, FacetCorp will be happy to make these types of changes for them remotely over the Internet.

System Health Email Updates

FacetPhone is designed to be easily supported and maintained over the Internet. An important component of this support is automatically updating and alerting FacetCorp of any potential problem areas before they actually become a problem. Toward this end, the following actions automatically occur on a nightly basis:

- 1) The customer's FacetPhone system emails the latest configuration files to FacetCorp. With these files, FacetCorp will have the information necessary to configure and setup a new server if there is ever a problem with the customer's FacetPhone server.
- 2) The customer's FacetPhone system emails the prior day's FacetPhone log files to FacetCorp. These are the detailed log files of all of the activities of the FacetPhone server from the previous 24 hours. With these files, FacetCorp is able to detect potential problem areas as well as diagnose any reported problems.
- 3) FacetCorp uses software to automatically analyze the log files that have come in from the customer locations. If the automated analysis detects anything unusual in the logs, then a FacetCorp technical support representative will be alerted so they can proactively address any potential problem areas.

Personnel

Last, but certainly not least, FacetCorp's customer service program is based on using the best technicians in the business. FacetCorp's technical support team is made up of senior people, who are backed up by a talented and experienced development team.

Summary

FacetCorp is completely capable of supporting the customer's telephone installation from a central location. Historically, it was important to have a local phone rep who could come out to the customer's office in case of a problem, or even to perform a phone system move, add or change. Of course, these were generally expensive visits for the customer. Now with FacetPhone, and IP telephony, a physical site visit is rarely required. The FacetCorp customer service program, employing an architecture with accessible components, Internet connectivity, customer manageable configuration, automatic system health email updates, and senior customer service personnel, results in a highly reliable and maintainable state-of-the-art telephone system.