# MERLIN® Messaging

## Feature-Rich Voice Messaging That Helps Enhance Customer Service, Productivity, and Cost Effectiveness

*MERLIN® Messaging* is ideal for companies that are new to voice messaging as well as for growing companies with changing business needs. It's the affordable, flexible eBusiness solution from Avaya that makes it easy to integrate voice messaging into your business.

*MERLIN* Messaging offers Automated Attendant, Call Answer, and Voice Mail services that work seamlessly with the *MERLIN MAGIX™* Integrated System or *MERLIN LEGEND®* Communications System Release 7, to:

- Automatically route incoming calls to the right person, extension, or department

- Allow callers to leave messages in your personal voice mailbox for accuracy and fast response

- Let you create, send, share, and reply to messages, to improve overall communications effectiveness.

## Why Voice Messaging—and Why *MERLIN* Messaging?

*MERLIN* Messaging delivers exceptional call handling and messaging capabilities that can improve customer service, enhance employee productivity, lower costs and increase revenue for your business.

- *MERLIN* Messaging is a fully integrated circuit pack that slides right into your *MERLIN* Control Unit; no need for extra wall space, power supply, surge protector, cables, analog station circuit packs or external DAU (Delayed Announcement Unit).

- Save time with www.messenger for *MERLIN* Messaging by visually managing your voice messages over a LAN from a standard PC web browser.

- Respond more quickly to customers because Caller ID lets you know who called even before you listen to the message.

- Improve customer satisfaction in Call Center operations with the Delayed Announcement Service feature (DAS). Communicating important information while callers are waiting in queue to speak to an agent.

- The system automatically detects incoming faxes and directs them to fax machines, eliminating the need and cost of dedicated fax lines.

- Multilingual mode allows you to offer menu prompts in a choice of languages to meet the needs of your callers.

- Integrate voice messages with your e-mail being hosted on the Web Communications Server. Voice messages are accurately recorded and can be forwarded, deleted or saved in digital files, just like e-mail.

- Increase revenue and extend market reach by creating and hosting your own Web Site and taking secure credit card orders by incorporating the Web Communications Server.

With the *MERLIN* Messaging Automated Attendant feature, your receptionist or operator is freed from answering and manually transferring every incoming call. The Automated Attendant greets callers, and prompts them to dial the extension they want or to choose from a recorded menu of options.

## Flexible Call Handling with Automated Attendant

With the *MERLIN* Messaging Automated Attendant feature, your receptionist or operator is freed from answering and manually transferring every incoming call. The Automated Attendant greets callers, and prompts them to dial the extension they want or to choose from a recorded menu of options.

Or, with the *directory feature*, the caller can be prompted to enter the first four letters of the called party's name, to be transferred to the right extension. The Automated Attendant can also handle calls in different ways at different times of the day or night, to suit your business needs.

With *MERLIN* Messaging, you can have up to four Automated Attendants and use them on specific lines on your *MERLIN MAGIX* or *MERLIN LEGEND* system. Each Automated Attendant can have its own unique menu structure and options for prompts, allowing separate departments (or separate businesses sharing the same messaging system) to have their own customized greetings.

## Accurate, Timely Messages, with Call Answer

*MERLIN* Messaging's Call Answer service provides fast, personalized call handling when you are unable to answer an incoming call. It answers your calls with your personal greeting and allows callers to leave messages in your password-protected voice mailbox. Callers can identify the message as private or priority. Private messages cannot be forwarded to other mailboxes, and priority calls are delivered first. Or if they prefer, callers can transfer to another extension, your receptionist, or your "personal operator."
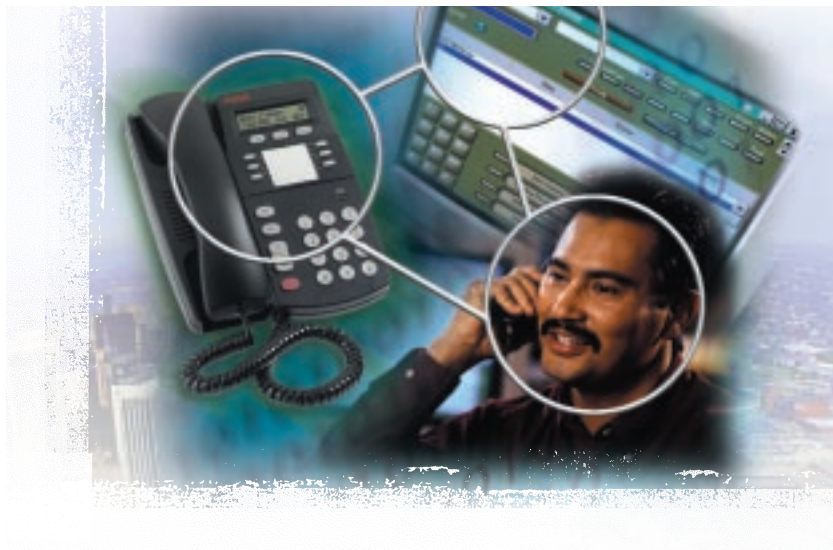
Call Answer can be used to provide callers with recorded announcements (each up to two minutes in length) at designated mailboxes, without the ability to leave a message. The callers will hear an informational announcement—such as your business hours, directions to your site, activities, schedules, or emergency closings—then have the option to transfer to the Automated Attendant or another extension.

## All the Convenience of Voice Mail Plus

*MERLIN* Messaging also provides Voice Mail that is designed with easy-to-use commands, short prompts, and message headers that make it convenient to manage all your messages.

With *MERLIN* Messaging, you can record up to six personal greetings (up to twelve, in bilingual mode). Two personal greetings can be active at a time—one for internal calls, and one for external calls.

When you call in to your mailbox from any touch-tone phone, you are prompted to enter your extension and password. From there, you can retrieve messages, forward a message, activate or re-record your personal greeting(s), choose a personal operator extension, or transfer to another extension.

*MERLIN* Messaging lets you create messages and send/forward them to one or more user mailboxes, addressing the messages by name or extension, or by using the system's built-in directory. You can use any or all of the ten system group lists or up to ten of your own Personal Group Distribution Lists, each with up to 50 mailbox addresses, to send or forward messages to groups of people.

For remote message notification, *MERLIN* Messaging offers *Cascaded Outcalling*—the ability

for the system to automatically call you or page you when you have a new message, or for priority messages only, waiting in your mailbox. When you are out of the office, the system can dial up to five phone numbers in turn to "find" you and alert you to a new message.

## Easy to Integrate, Administer, and Grow

The *MERLIN* Messaging system supports 100 hours of message storage for 2, 4, 6, 8, 10, or 12 ports, giving you the ability to easily grow the system to accommodate additional users—up to 200 mailbox subscribers in all. *MERLIN* Messaging's built-in Tip/Ring interface comes in a "plug-and-play" module that slides right into the *MERLIN MAGIX* or *MERLIN LEGEND* system control unit, for fast, easy integration. So, there are no additional space requirements and no need for additional electrical outlets, line cords, switch voice terminal modules, or power surge protection—which means no added costs to you.

With *MERLIN* Messaging, system administration is performed via a touch-tone interface or the new graphical user interface (GUI) accessible through the LAN port on the front of the module. Two levels of system backup and restore are supported—one through the use of PCMCIA card, and the other via the LAN to any available hard drive—for ongoing management that's as easy as can be.

- **Saves time**

- **Increases revenue**

- **Extends market reach**

- **Improves customer satisfaction**

# AVAYA
communication

## Just Ask!

To learn more about *MERLIN* Messaging and how it can enhance your business, talk to your Avaya BusinessPartner. Or, visit our Web site.

avaya.com/solutions