

## SmartConference - the innovative, instant conferencing solution

Increasing globalisation, with teams often spread far and wide, brings with it the problem of keeping in touch with key personnel.



Today's economic climate makes conference calling very attractive when you consider the significant costs in securing the presence of all attendees in the same venue. However, even traditional call conferencing has its drawbacks.



Most conferencing solutions mean the organiser and all the participants need to have the dial-in number and PIN to hand (and sometimes even more information) before they can access the call. It is no wonder that when relying on people to recall this information quickly, many conferences start late, have to start without someone, lose focus as a result and sometimes don't start at all.

Some people even turn up on the wrong conference call! As a result, the conference call itself can cost your business. Until now.

SmartConference from SmartDesk Systems changes this. It makes hosting a conference and participation a doddle.

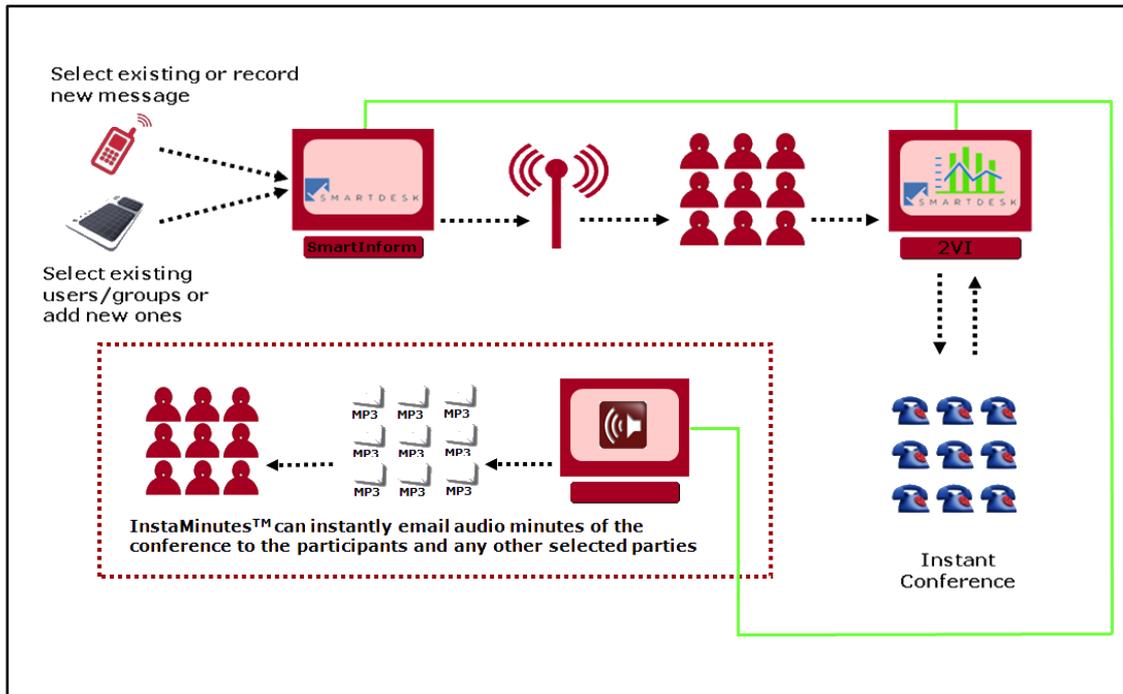
## How does it work?

With SmartConference your participants receive a call, rather than having to make a call, at the scheduled start time of the conference as set by the conference organiser. This helps to guarantee that your conference starts on time, with all of your team ready for action. And, to ensure everyone knows why they are in the conference, the organiser can record a welcome invitation ensuring all participants receive a consistent message.

The conference organiser does all this via a simple, attractive online interface, and can schedule a timed conference such as a weekly conference call or one for later in the day. Alternatively, an immediate conference can be initiated which is especially useful for critical news or urgent discussion. For any business that needs to inform various individuals or groups at very short notice, SmartConference is ideal since the process can be set-up and started in seconds.



As a fully hosted solution, there is no hardware requirement or technical integration needed:



**InstaMinutes™ lets you issue a recording of your conference**

InstaMinutes allows you to record your conference. At the organiser’s discretion, this voice recording can then be sent to all or selected participants and any other relevant parties. As such, it offers a very convenient way to capture the inputs and outputs of your conference sessions, thereby improving productivity and accountability as well as offering auditability.

What’s more, we have the capability to enable speech-to-text outputted format, so you will be able to conveniently distribute a written document of the conference automatically.



Through voice messaging you can also offer conferencing functionality so you can engage the views of recipients and clarify or re-inforce information as necessary. This intelligence can be triggered as easily as:

- “Press 1 to acknowledge receipt of this message. Press 1 again to enter a conference”

Where a response or engagement is necessary, it gives your stakeholders a voice immediately and cost-effectively.

## How can SmartConference enhance your business?

- Significant savings and efficiencies compared with the cost to get all participants in the same venue
- No need for participants to remember PIN numbers and to dial-in
- Conferences can be both planned and unplanned without prior notification which offers a dynamic focus to your business
- Conferences can be started immediately or set for a future time, saving valuable time
- More environmentally prudent alternative to meeting face to face - no carbon footprint!
- Minimal impact on your capex as it's a hosted solution



## Who will benefit most from SmartConference?

Any organisation wishing to conference in many individuals, often across various locations and at short notice, will benefit. These include:

- Corporates, financial services, telecoms, public sector, utilities, transportation & distribution, media (incl. marketing, PR, design & research), entertainment, hospitality and events



## Contact us

SmartDesk Systems specialises in innovative voice communication systems that introduce new efficiencies for businesses in today's challenging economy. We are partnered with CTL Europe, a dynamic IT & contact centre BPO based in North London. We will be pleased to offer further information on our SmartDesk products or arrange a demonstration.

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