

SmartConference

**The new,
smarter way
to conference
your team
- right now**



... and not when your calendar or PA says.

With the need for localised sales presence and teams spread far and wide, the matter of keeping in touch with your sales teams when you need to can be a challenge.

Added to this, you'll be only too aware of the need to keep close to your sales team to ensure targets are met.

This makes conference calling very attractive, especially when you consider the costs in getting everyone together in the same place.

But conference calling as we know it comes with serious inefficiencies. That's why SmartDesk developed outbound conference calling, with SmartConference.

SmartConference is instant conferencing when you need it

Most conferencing solutions need to be planned and scheduled, with participants needing to have at least a dial-in number and PIN to hand 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 or sometimes don't start at all. Some people even turn up on the wrong conference call!

As a result, the conference call can actually cost your business. SmartConference is different. It makes hosting and participating in a conference a doddle – and puts you in charge.



How does it work?

Via SmartConference you trigger an outbound call to your sales teams for a conference. They receive the call and “press 1” to immediately join the live conference. It’s that simple. And it ensures your conference starts when you want with your available team, in fact anyone you contact.



To ensure everyone knows why they are on the conference call, you (or your PA) can record an initial message to explain the context to the participants.

This is all set up and triggered via an easy-to-use online interface. You set up ‘an event’ and import the phone numbers of your team, any other contacts or groups you create. Typically this can be done in seconds via Excel for example; once they’re imported, you don’t need to repeat the step.

Scheduled conferences are supported too, such as the weekly sales call or a call for close of business.



For a sales environment, it’s the ability to hold an instant conference that is especially attractive as it gives you a big advantage in hitting targets. For example, it means rapid two-way communication of:

- critical news and the need for urgent discussion
- brand new promotions to push
- new sales policies, processes and tactics to employ
- month end target sales delta – and actions required
- sales review and targets for next month
- salesman of the week, lessons to learn, etc



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



SmartConference also supports traditional (inbound) call conferencing too, so if ever someone needs to join a call already started, they can, by dialling in.

InstaMinutes™ from SmartDesk allows you to record your conference. A voice recording can be sent to all or selected participants, board members, HR and so on. This provides a very convenient way to capture the inputs and outputs of your conference sessions, thereby promoting accountability as well as offering auditability.

As a web-hosted solution, SmartConference means limited impact on your capex, on the basis of a modest upfront license fee. In addition, a charge is made per call, per participant similar to standard conferencing.



How can SmartConference enhance your business?

- Conferences start immediately or can be set for a future time
- Significant savings compared with the cost to get everyone in the same venue
- No need to remember PIN numbers and to dial-in
- Instant conferencing give your sales calls a dynamic focus
- No carbon footprint – no unnecessary travel
- Minimal impact on your capex as it's a hosted solution

Who are we?

SmartDesk Systems specialises in innovative voice communication systems that introduce new efficiencies for businesses in today's challenging economy.

Based in Wembley, SmartDesk Systems work with the Post Office, Argos, Eurostar, NTL / Virgin Media, 3663 and Echo Managed Services amongst others to make a difference. Please contact us at:

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