

Executone of East Tennessee, Inc.  
 P.O. Box 50308  
 Knoxville, TN 37950-0308

**Customer Profile**

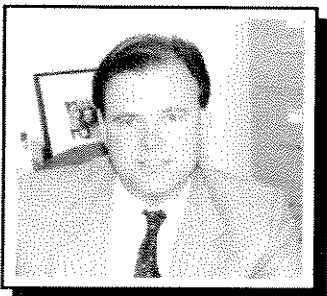
**Transaction Manager at Work**

by Beth Helms and Lisa Jarrell

**Media Services Group** is a management company for the **John M. Jones Family** newspapers in the East Tennessee area. They have an Executone phone system in their office as well as several other locations including **The Greeneville Sun, The Newport Plain Talk, Monroe County Advocate, News-Herald, Touring Magazine** and **Washington County Online**.

**Transaction Manager is a software program that can be tailored to fit virtually any company's telemarketing needs.**

We spoke with Steve Harbison, Vice President/Special Projects recently about their telephone system. When exploring options for a new system, Media Services needed two applications:



**Steve Harbison**  
 Vice President/  
 Special Projects

- A centralized telemarketing system to sell advertisements and subscriptions for all of their various publications.
- A way to keep their employees in touch while away from the office.

(Continued on page 3)

**Unified Messaging (cont.)**

(Continued from page 2)  
 have your e-mail messages read to you and have your faxes sent to the nearest fax machine.

With ViewCall™, you can manage multiple calls as they arrive and assist important callers immediately - even when you are using the telephone. Calls can be answered in any order, and you can selectively transfer callers to your voicemail box or another extension - all with the click of a mouse. ViewCall also gives you the option to play a prerecorded greeting that politely tells callers you're unavailable, and then gives them the option to transfer or leave a message. You can even listen to messages as they are being recorded and pull callers out of voice mail. At Executone, we simply make it possible.

If you would like to discuss any of these features, please call anyone in our sales department at (423) 588-5723.

The Executone Edge



*Congratulations*  
**Bobby Seals**  
 Winner  
**Technician Honors Program**

**Time Change Tips**

Daylight savings time begins October 26, 1997. Listed below are instructions on how to change the time on your telephone system:

Year	YY
Month	MM
Day	DD
Hour	HH
Minute	MN
Second	SS

- IDS System** with Operator Terminal
1. From the Operator Terminal, press **CTRL** key and "**C**" key simultaneously.
  2. The cursor should be in the time field on the lower right hand corner of the screen.
  3. Enter the new time in military format.
  4. Press the **ESC** key.

EX. For October 27, 1997 at 1:45 PM:  
 enter 971027134500

- Encore CX** with Display Telephones (The part number on the bottom of the phone will begin with 299)
1. From the main telephone, dial 299 without lifting the handset.
  2. The display should read date and time.
  3. Enter the date and time. All entries are 2-digit. YYMMDDHHMNSS

- Encore System** with Display Telephones (The part number on the bottom of the phone will begin with 251)
1. From the main telephone, lift the handset and hear intercom dialtone.
  2. Depress **F** key.
  3. Dial 0.
  4. Enter the time in military format.
  5. Depress the **Flash** key.

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## The Internet - Another WAN

- ◆ Do you need a better, more efficient way to connect your branch offices?
- ◆ Do you have professionals working outside the office who need remote access to your network?
- ◆ Have you tossed around the idea of using the Web as another sales tool?

We have the answers you're looking for! Most of your access issues can be resolved by connecting to the Internet. I realize this brings up many more questions:

- What about *security*?
- What *equipment* will I need?
- How much will it *cost*?

Let **EET Data Communications, Inc.** show you the solutions. We are holding a free, half-day seminar to discuss these issues and more:

- How to set up a *virtual private network* that ensures the security of your network data.
- Specific networking situations and *custom designed solutions* using Cisco equipment (the leader in internetworking technology).
- How the *cost* of connecting your business to the Internet is often less than using multiple leased lines.

At our seminar, **The Internet - Another WAN**, you will learn everything you need to know to give your network users the access they need from anywhere they need it, including how to:

- Access and leverage *resources* on the Internet.
- Offer *telecommuters* reliable, secure and cost-effective access from anywhere.
- Give employees in your *branch offices* convenient access to resources on your central network.

Upon registration, you will receive a Network Design Worksheet to sketch your current networking system. Our Networking Engineer, Mohamad Eljazzar, will custom-design solutions from several of these during the seminar. There will also be a drawing from these designs for a free BellSouth DCS telephone!

**Give us a morning...and we'll give you solutions.**

We expect this seminar to fill up fast, so please register today by calling (423) 450-9776, ext. 3191. Or visit our Web page at [WWW.EETDATA.COM](http://WWW.EETDATA.COM) and click on Seminars and Training.

The Internet - Another WAN  
Best Western Luxbury Inn  
420 N. Peters Road  
Knoxville, TN  
Tuesday, November 11, 1997  
8:00 am to 12:00 pm

The Executone Edge

## Lisa Hutson

by: Stacey Cash

Lisa Hutson joined Executone of East Tennessee in February of 1995 as a Project Coordinator. Since then, she has become a vital link for our customers in the Kingsport area. With her product knowledge and customer service abilities, the customers are provided with excellent service and support.



Lisa Hutson  
Project Coordinator

Lisa is always dedicated to finding the right solution for each situation. This enables each telephone system installation to be customized to fit the needs of the customer.

We are very fortunate to have Lisa as a part of our growing organization and look forward to a bright and rewarding future.

## Unified Messaging

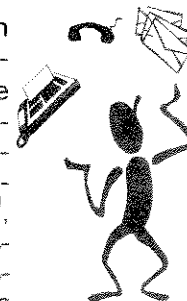
by: Kent Baker

Is your computer full of e-mails?

Are the faxes piling up on your desk?

Are you getting *bombarded* with messages and don't know who to call back first?

Executone of East Tennessee can help with our **Unified Messaging** solution. Repartee® is a truly innovative voice processing system that integrates voice mail, auto attendant, audiotext, and fax mail into one complete solution. With TeLANophy™, you can view all of your e-mail messages, faxes and voice mail messages from your desktop or laptop computer all in one screen using graphical user interface. This allows you to prioritize which message to view/listen first. If you want to retrieve your messages from a touch-tone telephone, Repartee allows you to listen to your voicemail messages,



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The Executone Edge

## Nurse Call



by: Rick Lindsey

"Moving at the speed of business" is the slogan of one company today. Why they chose that was to say that they kept pace with business. We all have seen the trend to develop faster and more numerous ways of communicating. The healthcare industry is no stranger to this need.

Fifty years ago, a nurse call system was nothing more than a button for the patient to press and a light and buzzer for the nurse. Today, a nurse must fulfill many other responsibilities than simply attending the patient's call.

Twenty-five years ago, the nurse call system had evolved to both audio and visual indicators and became able to share calls with another unit in overflow census situations.

As we approach a new millennium, nurse call is no longer this elementary. Nurse call must now offer communications platforms that offer patient calls to care givers carrying wireless telephones. It must offer the ability to locate any staff member via infrared location systems. And finally, it must also be able to produce a report on how well the patients are being cared for throughout their stay.

The core need through all of this is communication. With better medicine and procedures, patients can recover faster. This combined with the multiple duties of today's nursing staff, communication is critical.

Imagine your staff being able to receive a doctor's call regardless of location. What can that person accomplish while waiting for that call if they have freedom of movement? What if you needed to speak to a particular patient's nurse and could find that person by looking at one of several displays? What would that do for your time spent looking for someone? What would your clinical managers be able to accomplish if they knew that staffing levels could be adjusted for better patient care and could prove this with a patient call analysis over the last week, month or year? What would this do for efficiency in your facility? How would your facility function if your emergency department knew where all of their team was and with which patient at any moment?

What would this type of system planning do for your

## Nurse Call (cont.)

long-term goals of meeting your patient's needs?

Executone has this level of communication today. And we are planning for the future. Give me a call. Allow me to share with you what's beyond just simple nurse call.

Rick Lindsey, Healthcare Communications  
(423) 588-5723, ext. 3136 or toll free at (800) 621-8455, ext. 3136

## Transaction Manager (cont.)

(Continued from page 1)

**Transaction Manager** is a call center product **Media Services Group** uses for their telemarketing efforts. External databases, which can be filtered to target a specific clientele, can be downloaded into the Transaction Manager. This software allows the user to custom design scripts that prompt the telemarketer to ask the appropriate questions based upon the client's answers. It also autodial, which makes the telemarketer more efficient, increasing customer contacts. According to Steve, subscriptions for **The Business Journal**, **Running Times** and **Tennessee Valley Outdoors** have increased by at least 10% since they have been using the Transaction Manager.



Brian McCarthy  
Inside Sales Representative  
using Transaction Manager

Overall, **Media Services Group** is very pleased with the Executone system and its capabilities. **Travis Crabtree**, Telemarketing Systems Coordinator, has worked extensively with Executone's **Doug Roberts**, Engineering Manager, to fine-tune the Transaction Manager to their specific needs.

Executone's **VX-2 Voice Mail System** has given the **John M. Jones Family** employees accessibility, freedom and increased efficiency. Steve Harbison stated, "Adding voice mail has been one of the best morale boosters this company has ever done." Commuters, reporters and the CEO are just a few who access their voice mail messages when away from the office. This increased flexibility and accessibility has "made a tremendous difference" said Steve.