

Typography

Aa Bb Cc

Frutiger Family; 65 Bold, 55 Roman, 45 Light  
Controlled Media

Aa Bb Cc Dd

Tahoma Bold, Tahoma Regular  
Dynamic Media

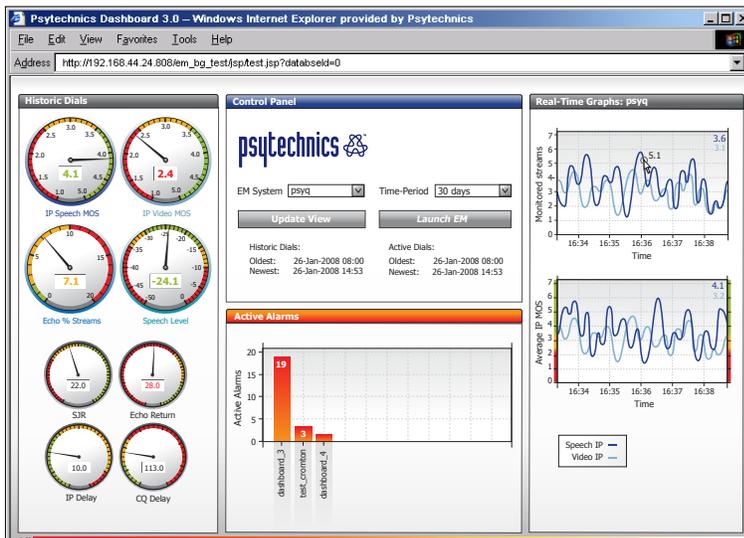
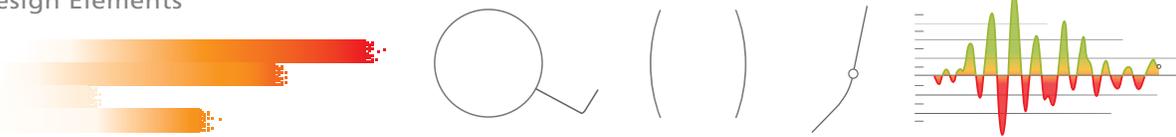
Palette



Photography



Design Elements



**Experience Manager for Microsoft® Office Communicator 2007**

With the addition of Enterprise Voice, Microsoft® Office Communicator 2007 gives users a full-feature softphone. Delivering enterprise class voice quality is essential for users as they switch communication modes and realise the full benefits of unified communications.

**Introduction**  
 Unified communications meets today's business requirements for product performance, profitability, flexibility and reduced costs. Four voice quality has been the primary origin point for the operational disruption of Voice over IP technologies, but now new technology is available to overcome this barrier. Psytechnics Experience Manager aggregates and analyses Quality of Experience and Quality of Service data from communications networks and Microsoft® Office Communicator monitoring, all reporting for the Psytechnics Experience Manager. The Complete Enterprise VoIP functionality, all built on a non-integrated quality issue, and is available to provide to your customers.

**Case Study**

The difference a phone call can make to our business

Friends Provident calls on Psytechnics to deliver an unprecedented customer service offering.

In the financial services industry, quality of customer service can be more important to many clients than product performance. In a competitive market, the quality of customer service is critical in keeping customer loyalty, and ultimately in driving revenue growth. Factors such as the time it takes to answer a call, whether the caller is put through to the most appropriate agent and how long it is to negotiate an unresolved request become highly important. A poor experience can mean lost customers, untraceable reputation and ultimately a decline in revenue as customers take their custom elsewhere.

At Friends Provident, the quality of customer service is a key differentiator. The company's reputation for high quality service is a key competitive advantage. The company's reputation for high quality service is a key competitive advantage. The company's reputation for high quality service is a key competitive advantage.

Psytechnics is an industry leader and certified Microsoft technology alliance partner, providing software solutions for the assessment and management of experience quality for real-time video and audio. GIRVIN partnered with Psytechnics to develop a brand strategy and market position by engaging their leadership in a BrandQuest® workshop. GIRVIN orchestrated the workshop to rethink the brand and create a new language, which translated to new trade show materials, a refreshed product interface, and marketing plan.