

Typography

Aa Bb Cc

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

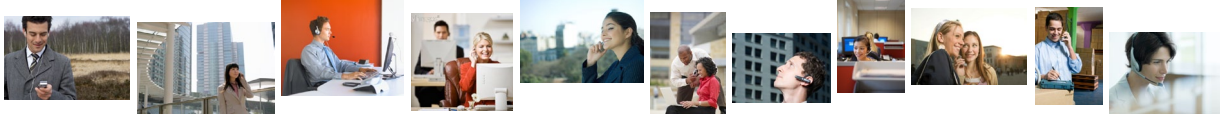
Aa Bb Cc Dd

Tahoma Bold, Tahoma Regular  
Dynamic Media

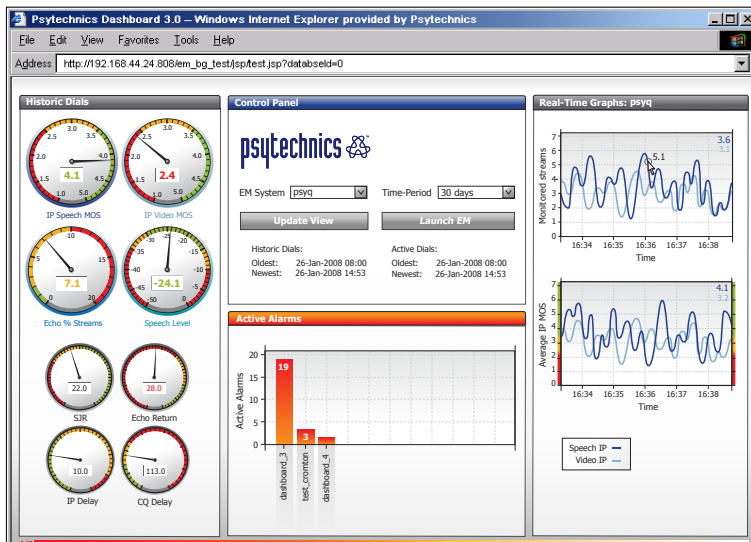
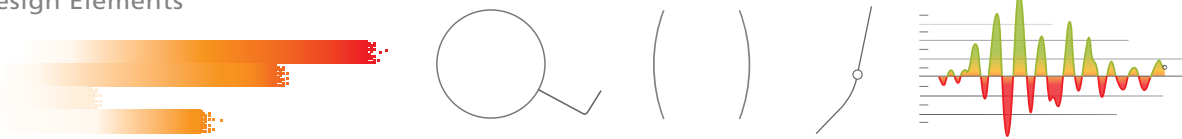
Palette



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 improved productivity, 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 Voice functionality is available to provide non-integrated quality issues, and is available to enable to provide

**The network and has resulted in extended mean-time to repair (MTTR).**  
The previous approach to early, ineffective and inadequate for large deployments, in most cases the first time the customer's team are aware of a voice quality problem is when they receive a complaint. This has resulted in demand for an integrated solution to the "Tech-ava" process in enterprise voice. The solution most encourages a real-time view of

**A web-based management interface provides an instant overview of all calls, including Microsoft and other data, and can be used to provide detailed drill-down information for troubleshooting.**  
Alerts are provided when performance drops below user defined thresholds, and reports can be generated on real-time metrics. Experience Manager is based on, and complies with, established ITU standards for

**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, unrepeatable 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 commitment to providing a world-class customer service offering is a key part of its business strategy. The company's commitment to providing a world-class customer service offering is a key part of its business strategy. The company's commitment to providing a world-class customer service offering is a key part of its business strategy.

**Star Services**  
Shortly after, in 2005, Friends Provident launched a major initiative to restructure its customer service programme to deliver an enhanced and personalised customer experience. This became known as the Friends Provident 'Next Generation' programme. The company had an IT infrastructure system that supported a wide range of customer service, from telephone-based and internet-based to face-to-face. The company's commitment to providing a world-class customer service offering is a key part of its business strategy.

**PSYTECHNICS**

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.