

# Panasonic

## Smart Hybrid PBX KX-NS700



## KX-NS700

# New Smart Hybrid PBX for the SMB Market Brings You Unified Communication

The Panasonic KX-NS700 Smart Hybrid PBX is a cost effective legacy and IP communication system for small and medium sized companies that can be flexibly configured and expanded according to the your needs.

The KX-NS700 has advanced features and starts from 8 extensions, up to 288 extensions with an Expansion Unit.

KX-NS700 is also a unified communication system which has rich IP features such as mobile linking, integrated voice mail and e-mail, instant messaging (chat), and presence information.

It can also use built-in applications such as a call centre solution, mobile solution, and voice mail system to provide more efficient work and increased customer satisfaction.



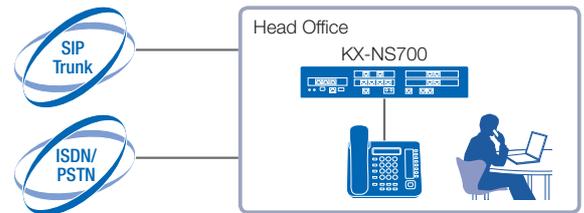
# Saving Costs is Top Priority

## Saving Costs by Adopting a Hybrid System

KX-NS700 can utilize the benefits of a hybrid system to help businesses lower costs and allow a quick return on investment.

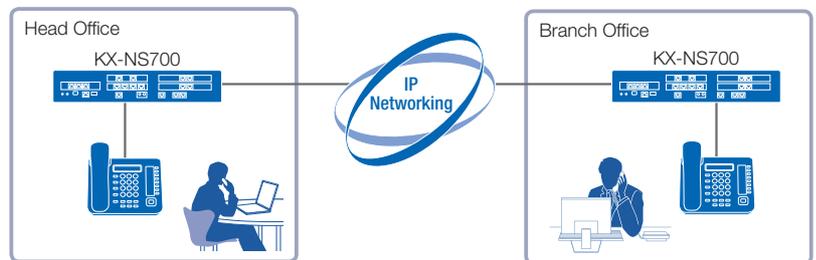
### Saving Communication Costs

The adequate IP capacity of the KX-NS700 enables you to combine both IP and legacy trunks according to your needs, to construct systems that are flexible and cost effective.



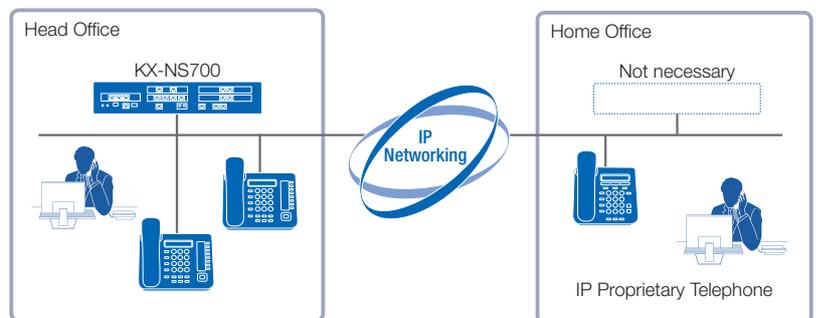
### Saving Network Costs

By connecting the KX-NS700 units in different offices with an IP network, you can construct a network that integrates both voice and data. This enables extension calls between offices over the IP network, and reduces costs.



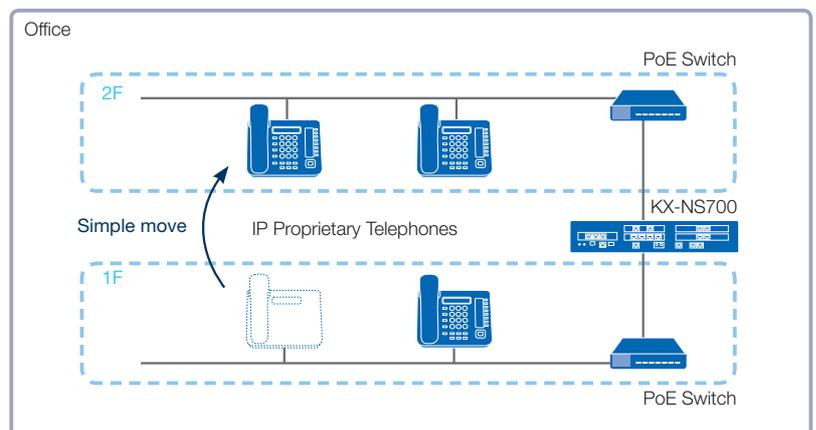
### Saving on Initial Investment

The KX-NS700 can utilize an IP network to use IP phones as head office extensions, without installing extra KX-NS700 units or special routers at remote sites. In other words, migration to an IP network enables installation costs to be saved.



### Saving Running Costs

By using IP phones as extensions, you don't need to change the settings at the PBX each time you change your office layout, as is normally required. Simply move the phone, and then connect it to the LAN for quick and easy use.



# Various Methods for Improving Customer Service

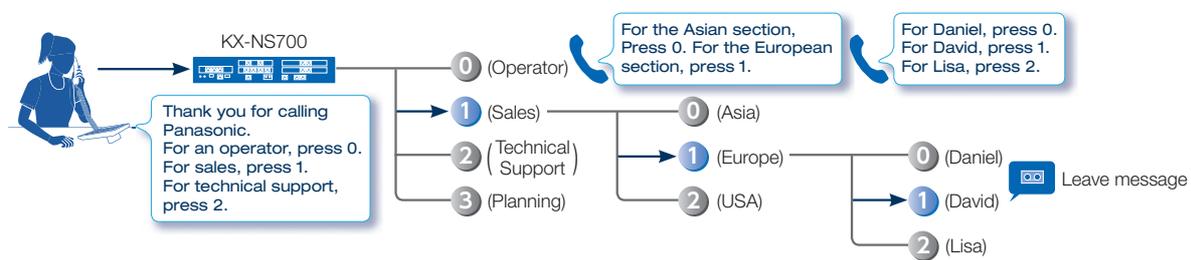
## Helping to Improve Customer Service

Improving customer satisfaction is the key to succeeding in business.

The KX-NS700 provides services for smoothly responding and following up on customer queries.

### Auto Attendant/Voice Mail System

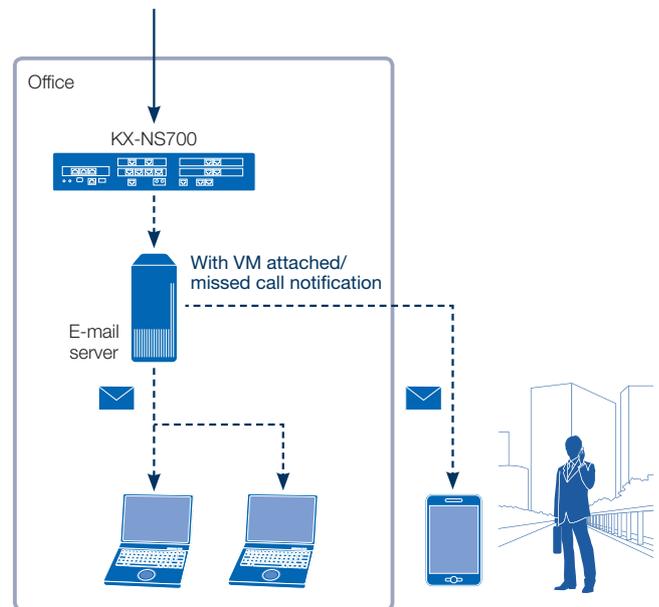
The KX-NS700 can connect customers to the appropriate section or operator according to their query in call routing with voice guidance. It can also prompt the customers to leave a voice message when the operator is away.



### Enhanced Voice Mail System

The KX-NS700 can be expanded to a voice mail system that can record a maximum of 24 channels and 400 hours.

KX-NS700 also sends e-mail to notify you when you have new voice messages. The messages can also be received as attachment files and forwarded. E-mail notification can also be sent for missed calls where the customer did not leave a message, enabling you to quickly contact the customer.



## Smart Remote Extension

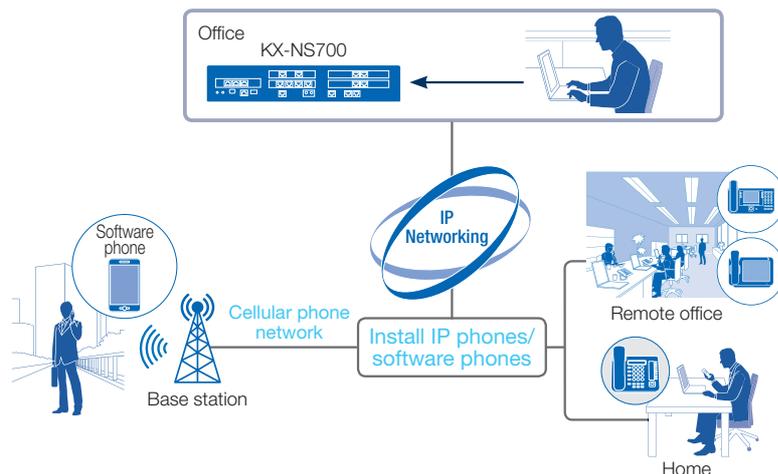
Recent business requires customers to be contacted anywhere and anytime.

As long as the KX-NS700 is in an environment that can connect to the internet, it can enable IP phones to be used as extensions for easily contacting people.

### Remote Extension Setup

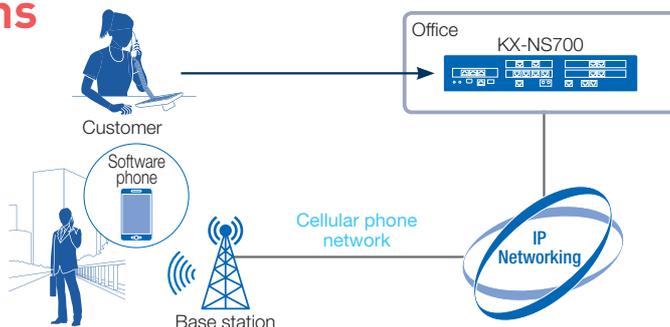
If you have Internet connection, KX-NS700 enables you to easily install IP phones in locations distant from the office, such as the homes of teleworkers, mobile workers using software phones on smartphones. Connecting with IP networking enables IP phones\* to be used as KX-NS700 extensions, without the need for any routers or extra devices.

\*KX-NT700 series, KX-UT series, and third party SIP phones are supported.



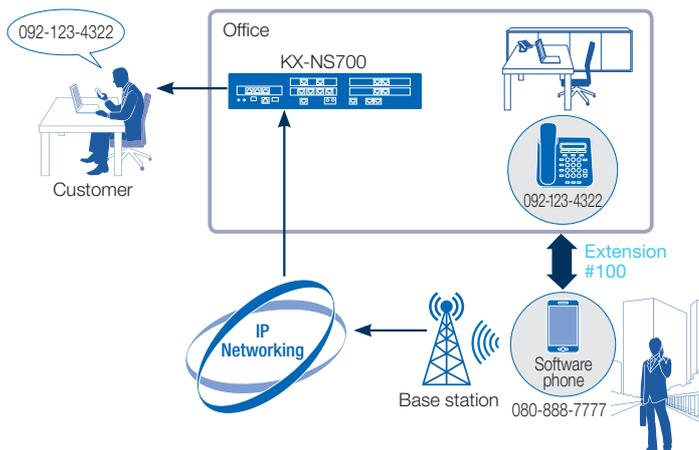
### Using Smartphone as Extensions

Software phones on smartphones used by mobile workers can be installed as KX-NS700 extensions, meaning they will not miss calls as long as they are in a Wi-Fi/3G/LTE environment, whether they are at the office or away.



### One Numbered Extension

IP phones such as a desk phone or software phone can be paired to use a single number. When you make a call, the customer is notified of your office phone number instead of the number of your cellular phone. This means you only need to notify the customer of your office phone number.



# Improving Work Efficiency with Diffe

## Continually Improving Work Efficiency

It is always important to understand the changes in customer needs and improve the support provided by staff. Continually performing these measures leads to improved work efficiency.

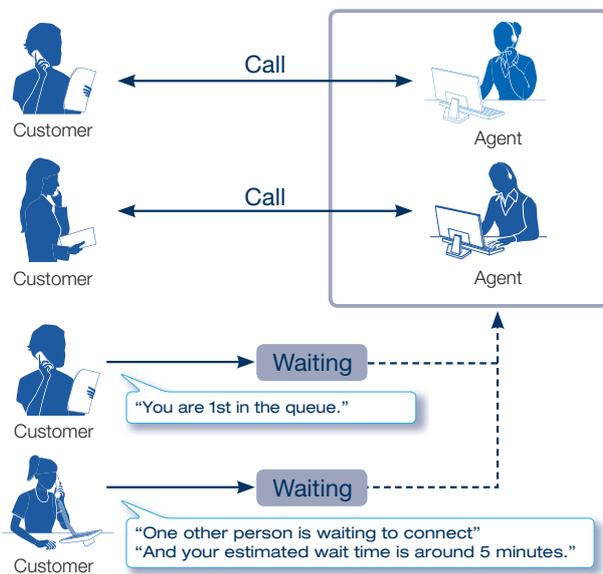
### Call Centre Function

The KX-NS700 includes an advanced call routing function for small to medium size call centres. This function can be used without an external CTI server. More efficient call reception enables you to effectively utilize limited resources to assist in improving work efficiency.

- Queue Announcement
- Priority Routing for VIP Calls
- Uniform Call Distribution (UCD)
- Report per Agent/Group
- 1:N Ringing (Group Ringing)/Delayed Ringing
- Intercept Routing/Busy on Busy
- Monitor per Agent/Group
- Busy Override

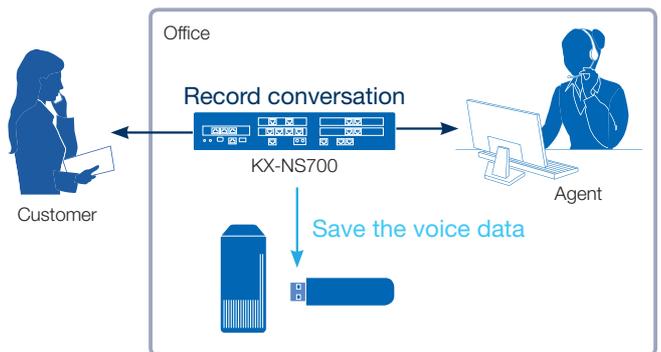
#### Automatic Voice Guidance for Customers

The caller can recognise their position in the queue through voice guidance. They can then decide whether to stay in the queue or leave a message and hang up, according to the situation.



#### Auto Recording and Backing Up Conversations for Supervisor

The KX-NS700 can be used to automatically record conversations with customers. Supervisors can listen to the recorded voice data, and the voice data can be automatically saved to USB memory or an external server via the internet. The data can be used to understand problems or opportunities relating to customer service.



#### Monitoring Callers and Call History Report

The supervisor can monitor the live status of callers, agents, and grouped members, to understand on-site problems and improve their call centre. Reports can also be used to understand problems or opportunities relating to customer service, and recorded call data can be backed up and restores via the network as necessary.



# rent Styles of Communication

## Various Communication Methods for Making Work More Efficient

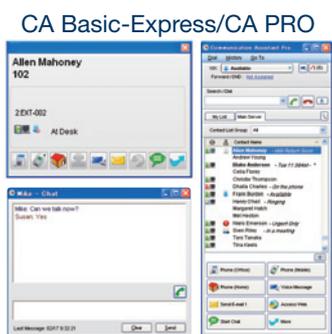
Flexible communication methods are essential in current business situations. Communication Assistant (CA) from Panasonic and its applications provide you with the communication methods to meet your needs.

### Communication Assistant (CA)

CA is a highly intuitive PC-based application suite with powerful point and click telephony and screen-based presence, availability, and a variety of collaboration tools. It can be used with or without a server.

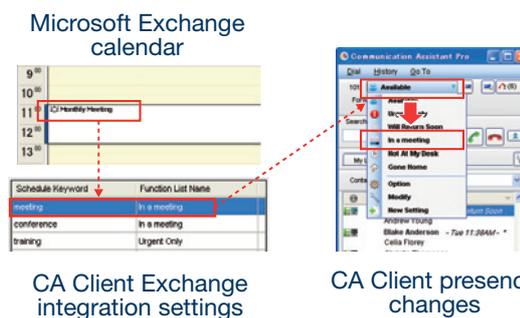
#### CA Basic-Express/CA PRO For Personal Productivity

You can easily make calls by simply searching from a customisable contact list. You can also see the phone status and PC status of employees in remote rooms or branches from the PC on your desk.



#### Integrating Microsoft Exchange Server with CA

When Microsoft Exchange Server is integrated with CA Client, your presence will automatically change according to the contents of your Exchange calendar.

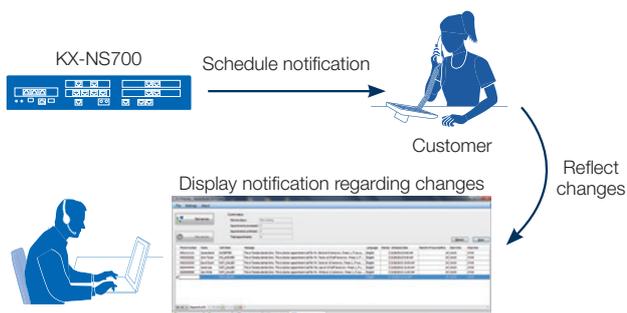


### Linking with Panasonic Partner's Applications

You can link with CA and Panasonic partner's applications to provide various solutions.

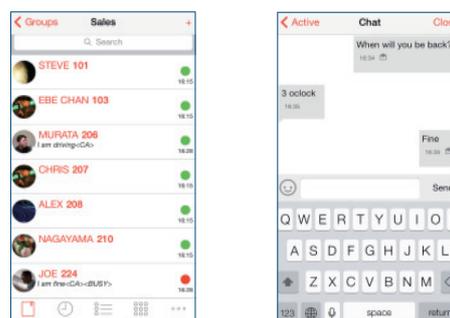
#### Appointment Reminder

You can use text to speech to confirm appointments with customers. The customer can then follow the voice guidance to check and change schedules, and you can view the result on a PC.



#### Mobile Unified Communication

Polys CA RCS is software which runs on a smartphone or tablet to provide a unified communication environment both inside and outside the office, together with CA. You can communicate with each other in various ways (video/voice calls, text chatting, image sharing, etc.) so wherever you or your mobile workforce is operating, communication remains clear, constant and cost-effective.



## For Executives/Supervisors

### IP Proprietary Telephone

#### KX-NT560

- 4.4 inch Backlight LCD Display
- 4 x 8 Self-Labeling, Flexible CO Buttons
- Full Duplex Speakerphone
- 2 Ethernet Port (1000 Base-T)
- Power-over-Ethernet (PoE)
- Built-in Bluetooth for Headset



### SIP Phone

#### KX-UT670

- 7 inch Backlight LCD Display
- Colour Touch Screen
- 4 x 6 Self-Labeling, Flexible CO Buttons
- Full Duplex Speakerphone
- 2 Ethernet Port (1000 Base-T)
- Power-over-Ethernet (PoE)
- Network Camera Monitoring
- Application Development (Java Supported)



## For Standard Users

### IP Proprietary Telephone

#### KX-NT556/KX-NT553

- 6-Line (KX-NT556) or 3-Line (KX-NT553) Backlight LCD Display
- 12 x 3 (KX-NT556) or 12 x 2 (KX-NT553) Self-Labeling, Flexible CO Buttons
- Full Duplex Speakerphone
- 2 Ethernet Port (1000 Base-T)
- Power-over-Ethernet (PoE)
- Option: KX-NT505

#### KX-NT505

Add-on 48-Key Module



Photo: KX-NT556

### Digital Proprietary Telephone

#### KX-DT546/KX-DT543

- 6-Line (KX-DT546) or 3-Line (KX-DT543) Backlight LCD Display
- 24 Flexible CO Buttons
- Full Duplex Speakerphone
- Option: KX-DT590

#### KX-DT590

Digital DSS Console (48-Key)



Photo: KX-DT546

## For Entry Users

### IP Proprietary Telephone

#### KX-NT551

- 1-Line Backlight LCD Display
- 8 Flexible CO Buttons
- Full Duplex Speakerphone
- 2 Ethernet Port (1000 Base-T)
- Power-over-Ethernet (PoE)



### Digital Proprietary Telephone

#### KX-DT521

- 1-Line Backlight LCD Display
- 8 Flexible CO Buttons
- Full Duplex Speakerphone
- Option: KX-DT590



## DECT Wireless System

### KX-TCA185/KX-TCA285/KX-TCA385

- 1.8 inch Colour LCD
- Noise Reduction
- DECT Paging
- Vibration



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#### Important

- Safety Precaution: carefully read the operating instructions and installation manual before using these products.

- Please contact your nearest Panasonic dealer for the necessary information on things such as Activation Keys.
- Some models and applications are available in limited countries.
- The images shown of products display and lamps are composite images.
- Weights and dimensions are approximate.
- Design and specification subject to change without notice.
- These products may be subject to export control regulations.

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