



# GAI-Tronics Telephony

## Customer Service Telephones



Abbey National Bank Telephone In-situ



Lloyds TSB Bank Telephone In-situ



Abbey National Bank Telephone (faceplate)



NHS Direct Telephone (in backbox)



Easibank Bank Telephone In-situ



Easibank Bank Telephone (faceplate) with external keypad

GAI-Tronics provide communication products and systems for the Financial Sector.  
This includes the manufacture, installation and maintenance of  
Customer Service Help Point Telephones.

# GAI-Tronics Telephony

## Customer Service Telephones

The Bank Telephone provides direct access to pre-programmed telephone numbers using either a full keypad, or auto-dial buttons. This can then be connected to IVR (Interactive Voice Response) systems and operated in a similar manner to Home Banking to select options and enter information by using a full keypad (an external keypad is used if the telephone is auto-dial). The telephone can be programmed to connect to the various banking services, such as Lost or Stolen cards; Order a new PIN number; Mortgage Advice; or Insurance Information, at the push of a button.

The telephone offers a simple and convenient solution for banks that offer a variety of services, creating cost-efficiency throughout the branches. By using a telephone in each bank that connects to a central call office, the number of specialised staff required in each branch can be reduced. The enquiries can be logged and held on a central database, which can reduce duplication and increase the overall efficiency of the bank.

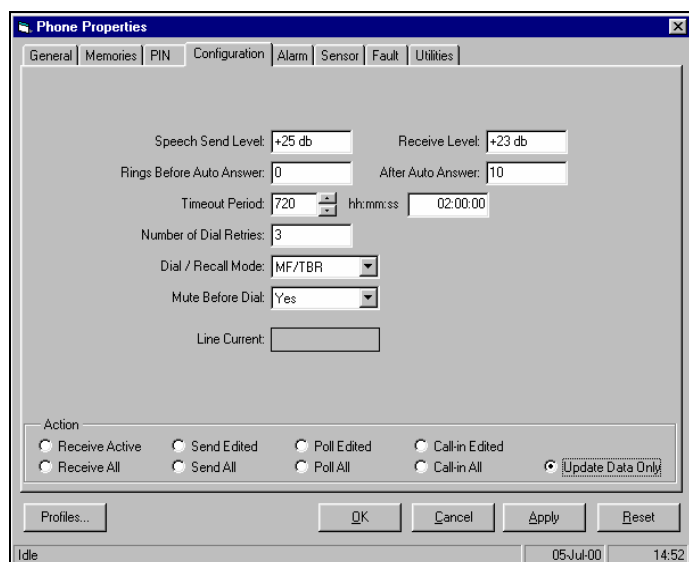


GAI-Tronics offers the choice of on-site maintenance warranties for their products (above the standard 12 month warranty). This benefits those who need 24 hour availability and Customer Service on site and is of particular advantage when:

- The customer has no maintenance teams
- The telephone cannot be removed or returned
- Several telephones are installed over a large area
- A large number of telephones are required to be safeguarded

GAI-Tronics offer a sophisticated monitoring system utilising the unique SMART (Self-Monitoring and Reporting Telephone) system. SMART enables the 'health-state' of the telephone to be regularly monitored and fault conditions to be notified to the Control Centre at Burton upon Trent - thus maximising telephone availability and reducing down time. Telephone settings can be remotely altered through the SMART system, enabling stored information in the telephone to be instantly updated at any time.

In addition, SMART enables customers to gather useful data relevant to usage of the telephone through automatic or manually generated reports.



*One of the screens within the SMART system*

