



**FOR IMMEDIATE RELEASE**

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**Alternate Access<sup>®</sup> launches cutting-edge product to enhance florist telephone systems and call center applications**

*FloralProfitCenter Dashboard<sup>™</sup> to debut at the Northeast Floral Expo Feb. 23-25*

**RALEIGH, N.C. (Feb. 21, 2007)** – Alternate Access, a leading provider of converged communications solutions, will launch its cutting-edge FloralProfitCenter Dashboard<sup>™</sup> product at the Northeast Floral Expo Feb. 23 through Feb. 25 in Hartford, Conn. This new application makes the state-of-the-art call center tool Vertical TeleVantage<sup>™</sup> accessible to most florists, including nearly 23,000 in the \$19 billion U.S. retail florist industry.

“Our team has developed a bridge between TeleVantage and most floral accounting and point-of-sale software,” stated Kelly Lumpkin, Alternate Access CEO. “Previously, TeleVantage could only be integrated with two point-of-sale brands, limiting the number of florists we could serve. Now almost any florist can realize the benefits of a customized Alternate Access solution to streamline high-volume phone calls to florists.”

Alternate Access’ FPC Dashboard works seamlessly with the TeleVantage IP-PBX to deliver call center capabilities to small to medium-sized businesses. By leveraging floral industry expertise and advanced technology, Alternate Access provides feature-rich, flexible phone system solutions to florists nationwide. These phone systems enhance customer service, increase staff productivity, and lower operations costs through utilization of myriad features.

For instance, call center agents can easily log in or out of call queues, enabling them to quickly assist with influxes of calls as needed. In addition, via queue monitoring and alerts, the FPC Dashboard provides management with real-time call center status and updates. Management staff can track how many agents are taking calls, how many calls are on hold, how long callers have been on hold, and many other statistics. Based on this information, management can program alerts to indicate when additional call center agents are needed, thus minimizing customer wait time.

Another beneficial feature, pop-up screens provide on-screen access to pertinent customer information. Upon receiving a call, caller ID information is immediately displayed on the monitor, and, due to integration with point-of-sale or accounting software, customer account information is also displayed. Call center agents provide better customer service by spending more time consulting the customer rather than searching through a database for customer information.



For more information on FloralProfitCenter Dashboard and how it can enhance floral businesses, visit [www.FloralProfitCenter.com](http://www.FloralProfitCenter.com) or call 866-831-9277.

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### **About Alternate Access**

Founded in 1993, Raleigh, North Carolina-based Alternate Access provides intelligent business phone systems to small-business and branch-office clients locally and nationwide. Their innovative phone system solutions help increase profits by boosting staff performance and efficiency, enhancing customer service, and adding management reporting capabilities – all while decreasing labor and infrastructure costs. Products include IP-PBX with Voice over IP, fax servers, unified messaging, Web collaboration, interactive voice response and call center applications, headsets and specialty phones. By employing extensive experience and best practices, award-winning Alternate Access works in partnership with its customers to build creative yet cost-effective solutions. Customers discover sustainable competitive advantages while unlocking new business opportunities and reducing operations costs. For more information on Alternate Access visit [www.AlternateAccess.com](http://www.AlternateAccess.com).