



Looking Ahead

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In this edition of Looking Ahead, we say welcome to 2017.

Amtelco prides itself on its history of innovation, and we resolve that innovation will continue in 2017 as we get new ideas out into the field, in the form of proven products from which our customers will reap definite benefits.

At the very core of Amtelco is our reputation for innovation. Many great products come from Amtelco, and many of these products or features are the result of listening to our customers. The practical experience as to what features have benefits and what features are just window dressing is derived by listening to our customers. When a new feature is ready for testing, Amtelco puts the feature through our quality control processes, but the real test comes from implementing the feature at Amtelco's beta test sites. It is the review and testing in varied real-life environments as each beta site uses a feature in a slightly different manner that serves to validate the success or failure of an idea.

2016 was a fantastic year in which the Genesis ACD (automated call distribution) platform was introduced. The soft switch foundation that we have named Genesis has been in development for many years, and certain components of the platform have been in use at customer sites for more than three years. Genesis was a thoroughly tested engine for call processing when we added the ACD component and many more call processing behaviors. Thanks to our beta sites, the Genesis ACD is ready for prime time.

The Genesis product is the key to Amtelco achieving its vision of an entirely IS-based platform with IP-based soft switching, the Soft Agent console application, a mobile friendly enterprise interface, fully automated dispatching, and regulatory-compliant encrypted mobile messaging. This platform simplifies system and client management while providing the most reliable and advanced applications available in the industry. This call center system of the future is more than a vision; it is reality for the several Amtelco customers who have been participating in the Genesis beta testing program over the past several months.

Over the holidays just passed, we were bombarded with advertising for new technology products. One such technology was Amazon's Echo smart speaker system with the Alexa intelligent personal assistant and the competing Google Home with Google Assistant. There are a lot of possibilities to apply this technology in the call center environment. For example, Genesis can offer automated assistance when your clients check in and ask, "Genesis, what is my next

on-call shift assignment?" Yes, it's very possible that, in the near future, self-service features can be added to the Intelligent Series platform with Genesis encompassing speech recognition and speech-to-text translation capabilities, and by using this technology it also can provide proactive system reminders with operators **always** on standby to keep you engaged with your customers to help them even more. And with more services comes more billing options that you can capitalize on! We always need to see how we can take advantage of all the technology around us to save labor but keep a high level of personal service, especially to your customers' clients.

No matter what new features our customers tell us they need, it is our partnership with our customers that helps us to define the functionality of our software and the presentation of the software's user interface. We understand your business needs and we sincerely appreciate the close relationship we have had the pleasure of conducting with our customers for more than 40 years.

We are really excited about what the future will bring and we look forward to continuing our innovative partnership with you. And you can count on us to continue to provide you with the very best customer support in the marketplace!

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