

# APPLICATIONS & DEVICES



## DESKTOP

The patented desktop app puts you back in the driving seat of how you communicate.

With real time presence you will never miss a call. Manage your entire estate through the single user client/Interface.

Twin with a desk phone or use purely as a softphone

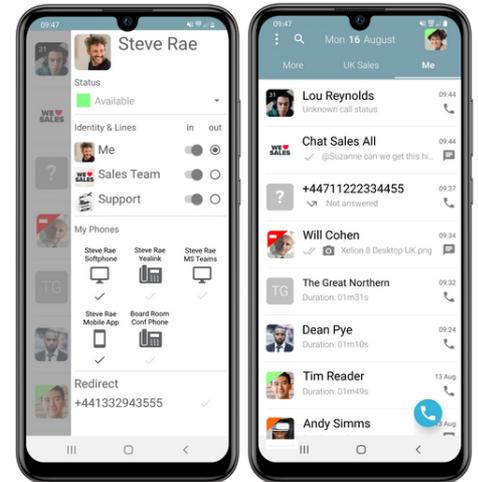


True Flexible Working

Work how you want – where you want – on any device

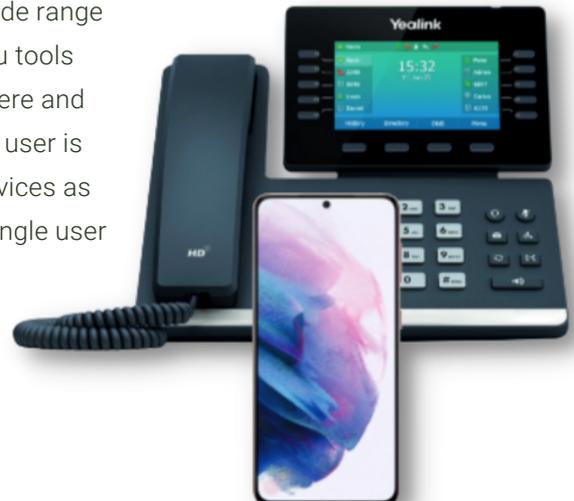
## MOBILE

Instant access on your mobile while on the move with all the popular features including click to dial, wallboards, chat including presenting your business number when dialling through the app



## HARDWARE

Xelion supports a wide range of devices giving you tools to communicate where and how you want. Each user is allowed as many devices as they need under a single user licence



## CONTACT US

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# MOBILE APPS

As the global demand to work from anywhere on any device increases, mobility has become a key component in the day-to-day operations for many businesses.

The Xelion mobile app keeps you in control of your business communications anywhere, anytime as if you are in the office.

Present your business telephone number, record calls, chat to colleagues and view wallboards via the Xelion mobile app.

## CALLING

Xelion offers multiple calling options including Mobile Data, Wi-Fi and GSM to suit an ever changing working environment. Xelion makes managing calls, transferring and conferencing with colleagues a seamless experience.



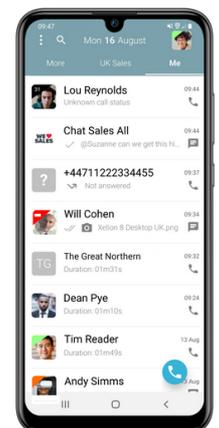
## WALL BOARDS

Monitor business performance in real time, see who is logged in to queues, monitor missed calls and keep up to date on your overall communication performance.



## CONTACTS

Access your global address book from anywhere on your mobile and view your colleague's availability in real time.



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# ADDRESS BOOK

## WHAT

This powerful feature ensures all your communications are logged against the correct contact or number. The address book is global so all staff can have access to the contact information they need, previous call logs, and last point of contact ensuring professional customer service



## HOW

Every call in to the platform is labelled with the caller ID and name if they are in the address book.

Have visibility of when and who last spoke to the caller for a seamless experience.

Share contacts or keep them in your personal address book.

Normalisation of numbers is an added feature to ensure you are always calling at standard call rate

## WHY

Access the address book from any Xelion device (softphone, mobile or desk phone) so your contacts are always at your finger tips.

The address book provides the user with all the recent communications attached to the contact or number, ensuring the customer service desk have every thing to hand in presenting a professional customer service experience



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# SOFTPHONE

## WHAT

A softphone is an application installed on a PC, laptop or mobile phone that allows you to make and receive calls via your business. The Xelion softphone is a user-friendly application that functions much the same way a regular phone would including presenting your business number, answers calls within hunt groups, transferring and conferencing.



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## HOW

The softphone is a direct user interface into the Xelion platform, with all data stored in the cloud and nothing held locally on the device.

The softphone offers all the traditional telephony functions users expect alongside the latest unified communication features including presence, instant messaging, global address books, call recording, Wallboards, Hunt group management and much more. Use the desktop application or unlock true flexible working with the mobile application for those on the move

## WHY

Xelion's softphone client is a versatile communications endpoint designed to be the central hub for all business communications. With thousands of business customers using the Xelion softphone every working day, the application is simple to use, feature-rich, and replaces the need for customers to have multiple tools and portals to manage their business communications.

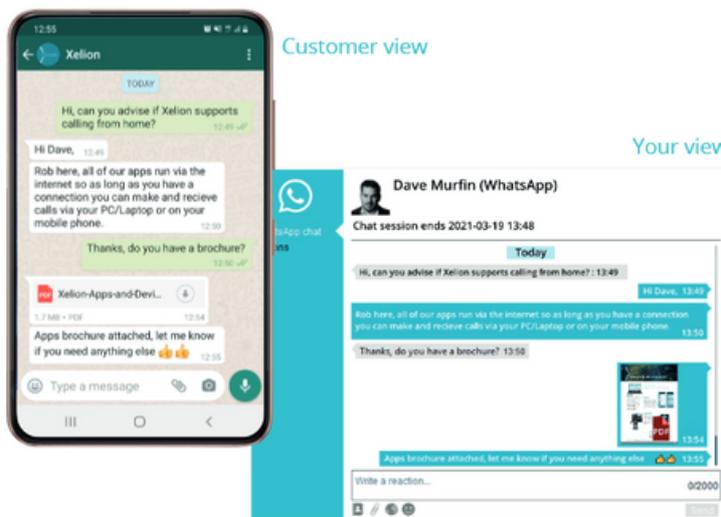
# WHATSAPP

## WHAT

Xelion have built a WhatsApp for Business integrator for a more flexible approach to customer interaction. WhatsApp for business integration enables your customers to chat with your team via your website using WhatsApp. By channelling conversations via Xelion, you can track all communications in one system

## HOW

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## WHY

Customers want convenient ways to communicate when purchasing or needing customer care. WhatsApp makes perfect sense as an alternative to a phone call with most consumers having WhatsApp already installed on their phones. The integrator runs in real time and still offers the personal touch, but in a much more informal environment that consumers use every day.



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# L I C E N C E & F E A T U R E S

## ONE LICENCE

The user licence model is simple and straightforward, each Xelion user requires a single licence, giving them full access to everything Xelion has to offer with an unlimited number of devices.

Download the Xelion desktop and mobile applications and enter a world of seamless, flexible working.

## RELIABILITY

We believe in the best. That is why we are hosted within some of the most advanced data centres in the world powered by Amazon Web Services infrastructure.

With 24/7 monitoring and independent call termination Xelion offer a reliable, secure and simple use platform that services business across Europe every day.



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## ALL FEATURES

No bolt-ons no additional charges!

All our features are included as standard out of the box.

This includes any new features that are added to the product in future releases.

This simple model gives partners the scalability and flexibility to adapt how they want to work overtime without having to worry about whether Xelion will support the changes they want to make within the business.



FEATURES 

# L I C E N C E & F E A T U R E S

## FEATURES

Softphone	The desktop application gives you complete control and visibility of your communications through a single user interface.
Mobile	Available for both IOS and Android, the mobile apps gives you instant access to your communications whilst on the move.
Call Routing	Manage inbound calls via Hunt Groups, Overflows, Call Queues, Auto Attendants and much more Time of day routing – Route calls in different ways depending on your work schedule and in the case of emergencies.
Call Schedules	Unlimited devices – users can have desk phones in the office, cordless at home and mobile apps for on the move.
Muti Devices	Use any Xelion-connected handset as your own extension at any time at any location.
Hot Desking	Real-time visibility on performance stats on individuals or teams, display wall boards on screens across your business or access on the move.
Wall Boards	1GB storage per user. Record individuals, teams or all calls within a business, stop-start functionality for 3rd party payments over the phone.
Call Recording	Send SMS messages to your customers via the Xelion Desktop app using your own business brand.
SMS	A private secure internal collaboration tool for one to one and group communication including document sharing.
Instant Messaging	Instant visibility of all colleagues. Check if they are on the phone, identify location and availability.
Presence	Listen in real time to your team on the phone to ensure quality and compliance.
Listening Live	Managers can listen into calls for training and support when faced with difficult customers.
Query Tool	A database interrogation tool to gather in-depth analysis on your business communications.
Log in & Out	Join and leave Hunt Groups depending on your availability or business role.
Music on Hold	Use the built-in music on hold tracks or upload your own music or marketing messages.
Voicemail	Individual or group mailboxes. Collect all unanswered calls or enable voicemail to email so you never miss those important calls.
Address Book	The powerful, unlimited global address book enables fast dialling of your contacts alongside a full history communication log to ensure professional service. Xelion tag every inbound call to meet all GDPR requirements

MORE  
FEATURES



# L I C E N C E & F E A T U R E S

## FEATURES

Microsoft 365	Free with every licence, you can now sync your calendars and contacts as standard.
Single Sign On	With Azure AD sync users can now sign into Xelion with their Microsoft credentials eliminating the needs for multiple log-ins and managing multiple passwords.
WhatsApp	Connect with your end customers like never before. Included as standard simply add the plug-in to your website and retrieve your messages keeping all your communications in one place
Reporting	3 Reporting packs included as standard to ensure you can manage your entire estate through a single user interface. With automated daily, weekly or monthly schedules you will always be in control of communication.
Updates	Automated updates are pushed out several times during the year to ensure the platform is performing at its optimal level.
Power Users	Manage your teams phonenumber, set their status, add greeting or out of office messages all through the Softphone.
Self Manage	Each user can self-manage their phone line all through the softphone or mobile app. They can update status and presence, twin to deskphone, divert calls and more.
Favourites List	Have all your favourites visible for ease of use to check availability and click to dial.

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# SELLING THE SERVICE

## PROBING QUESTIONS

*This help document is intended to help you sell and close more prospect deals when pitching.*

*In the first instance it's important to establish why the customer is reviewing a new phone system and understanding their wants and needs, what are they expecting from the new phone system. Most customers won't just rush into ordering a new phone system without doing their research and without a valid reason. So, groundwork is essential when looking to maximise your chances of success.*



## SO WHY DO CUSTOMERS LOOK FOR A NEW SYSTEM?

Is your business ready for the BT Switch off in 2025?

How are your staff distributed, are they all office-based or some flexible/home workers? If remote, how do they currently receive and make calls (personal or business devices) and how do you track their availability?

Does the business use Microsoft 365 (for larger customers Azure AD) if so does your phone system integrate with your diary system in outlook?

What CRM do you currently use and to what level does it integrate with your phone system?

Do managers currently have visibility of staff activities and calls?

Are staff able to self-manage their own account in terms of which devices ring, hunt groups or is it a manual process to get your current supplier to make the changes?

How receptive is your current supplier in terms of making moves and changes to the telephony system?

When does your existing contract come to an end?

## SELLING THE SERVICE



DON'T FORGET  
TO BOOK A  
DEMO!

We provide  
support for all  
partner demos



**UNDERSTANDING AND  
ESTABLISHING ISSUES WITH  
THE CURRENT SOLUTION:**

### ARE THEY....

Looking to move away from an on-premise solution and seeking a more flexible cloud solution due to the ISDN switch-off coming in 2025.

Looking to save money on their current solutions running and maintenance costs.

Expanding office locations or relocating to other premises  
Current offering is very limited and costly when looking to scale up.

Poor customer service and support  
Looking for a more modern solution which enables remote/mobile working, scalable to meet growing demands.

Current provider agreement is coming to an end.

# SELLING THE SERVICE

*Once you have covered off all these points you should now have a pretty good understanding of what the customer is expecting from the new system, and you will be able to provide competent advice, feedback, and recommendations.*

*We have additional documents to help you capture the correct data in the partner portal, so please make sure you are familiar with the portal and its content.*

*Quick recap:*

*Understanding the customers business and day to day requirements and reasons behind looking to upgrade to a new system are vitally important. So, make sure you are asking all the right questions as this will put you in a good position when it comes to advising and providing them with a solution best suited to their business needs.*

*But before you can get a site visit to complete the quote for the new solution you first need to sell the Xelion solution to the customer, so understanding the key selling points of Xelion will increase your chances of winning and closing the deal.*

## NOW FOR THE EASY PART – SELLING THE SERVICE

This is the most important step when establishing what the customer truly is looking for. They will open by telling you what they are not happy with and what they believe their needs are when considering a new phone system.

Firstly, understand their business and how they currently operate. What they do, how they use the system, number of users, Email set up, call routing, day night modes, vmail, call recording and so on.

What do they like about their current solution?

What do they dislike about the current solution?

How easy/difficult is the current system to operate from a user perspective?

What features are important for them to perform at their optimum level?



## SELLING THE SERVICE

*We provide support for all partner demos and our team will happily do the demo to the end customer.*

*All demos are delivered on our live platform so customers can see it in real-time and they are not watching a slide show.*

*For additional sales and marketing materials please refer to the Partner Portal where you will find plenty more valuable content to help you promote and sell Xelion.*

[www.comms.company](http://www.comms.company)



▲ GOOD LUCK!

WE ARE A LEADING CLOUD TELEPHONY PROVIDER, WINNING MULTIPLE AWARDS BOTH IN THE UK AND EUROPEAN MARKETS. WE ARE AN INTERNATIONALLY RECOGNISED PROVIDER FOR THE FOLLOWING REASONS:

1. Open platform – freedom to use any 3rd party suppliers
2. True PBX in the cloud
3. Hosted in AWS for reliability and connectivity
4. All features included as standard. No additional feature costs
5. Fully support remote/flexible workforces. Desktop, tablets, mobiles and desk phones
6. Easy to manage and use
7. Ongoing product development and strong development roadmap
8. Easy to deploy and all cloud-based application, with no data stored on any device
9. Scalable and flexible to meet ever changing circumstances