

# Panasonic

## Smart Hybrid PBX KX-NS700

Enquiry Hotline - Hong Kong : (852) 3900 1988



# Panasonic 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.



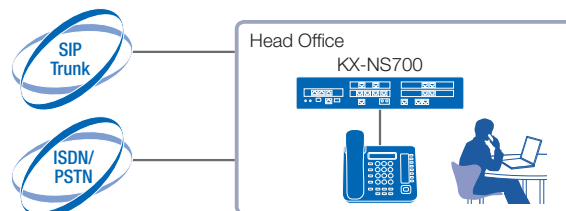
# Saving Costs is Top Priority

## 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. It can also be linked with the Panasonic KX-NS1000 to enable expansion to other offices with a low investment.

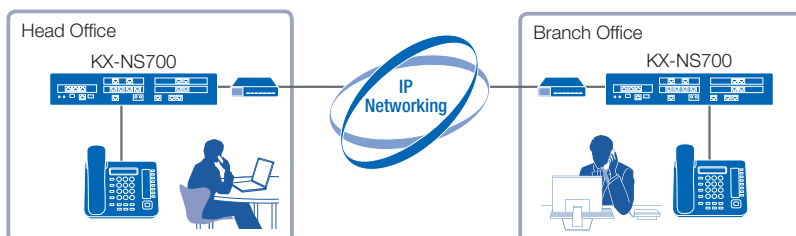
### Saving Communication Costs

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.



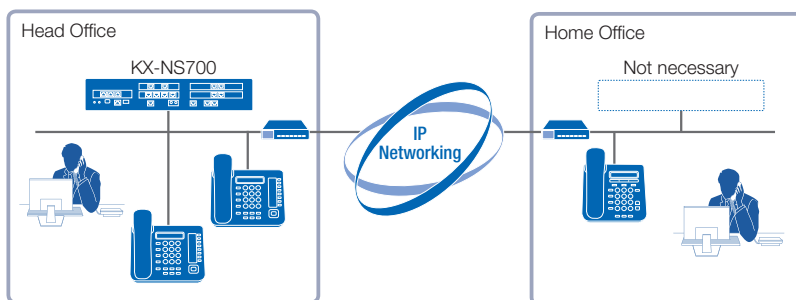
### Saving Network Costs

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.



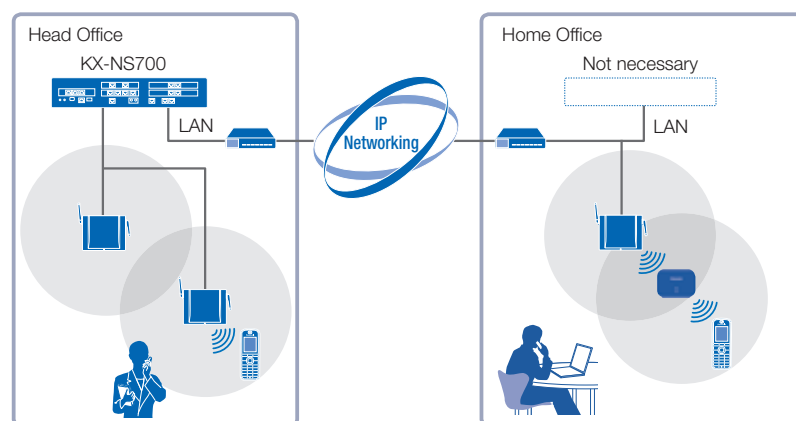
### Saving on Initial Investment

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 (Built-in Media Relay Gateway). In other words, migration to an IP network enables installation costs to be saved.



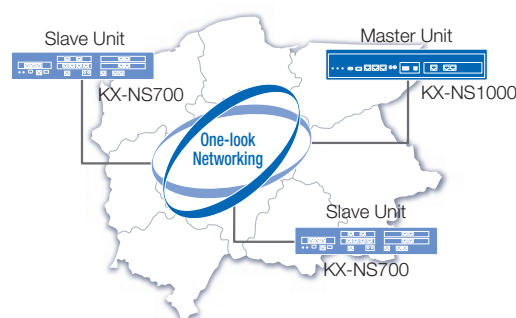
### Saving Costs with a DECT Wireless System

The new IP-CS KX-NS0154 supports LAN Synchronization for constructing wireless systems with lower costs using a smaller number of units than the existing IP-CS KX-NCP0158. Since Media Relay Gateway is also supported, it can be easily installed in home offices to enable easy adoption of a wireless system.



### Saving Costs when Expanding

The One-look Networking function enabled by linking with the Panasonic KX-NS1000 lets you control the entire system including other offices with a single KX-NS1000. Since existing devices can also be used, the system can be expanded with reduced running costs and investment costs.





# Various Methods for Improving Customer Service

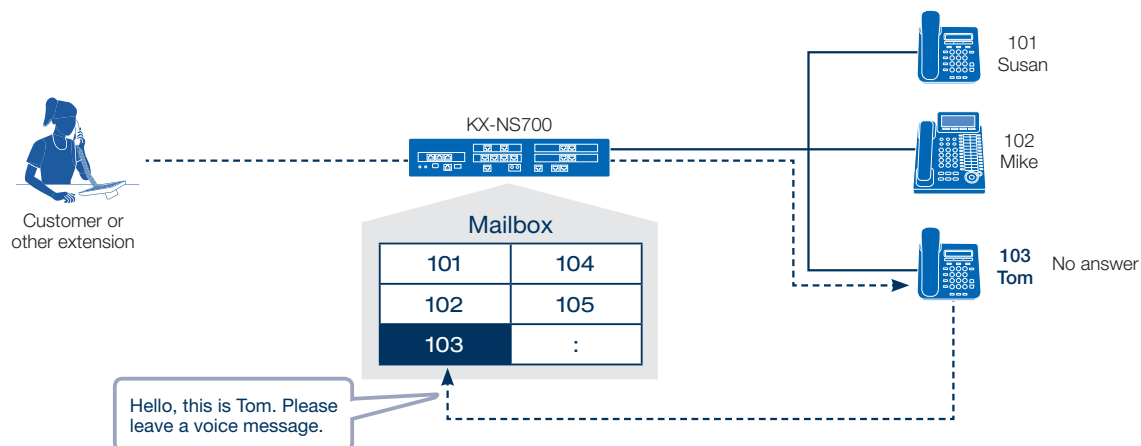
## Helping to Improve Customer Service

Improving customer satisfaction is the key to succeeding in business.

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

### Voice Mail System

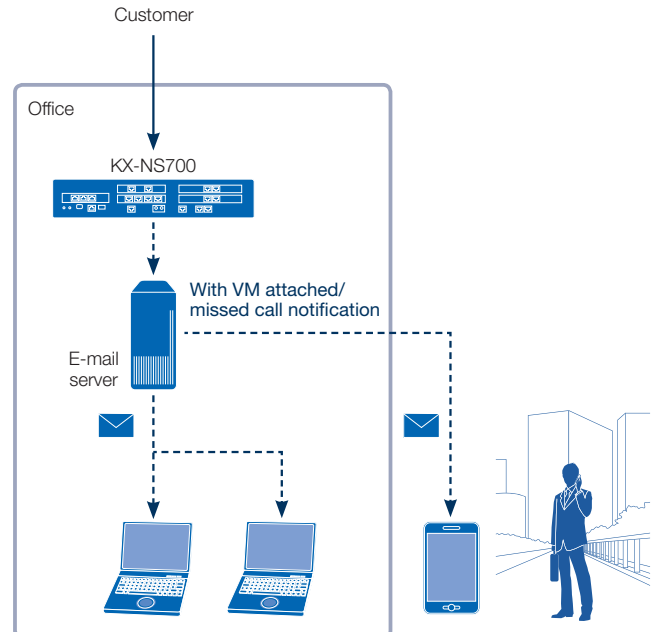
Customers can leave voice mail if they call when you are away. The KX-NS700 can record a maximum of 24 channels and 400 hours.



### E-mail Notification

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.

A customer leaves VM or disconnects the call without leaving VM.



## Smart Remote Extension

Recent business requires customers to be contacted anywhere and anytime.

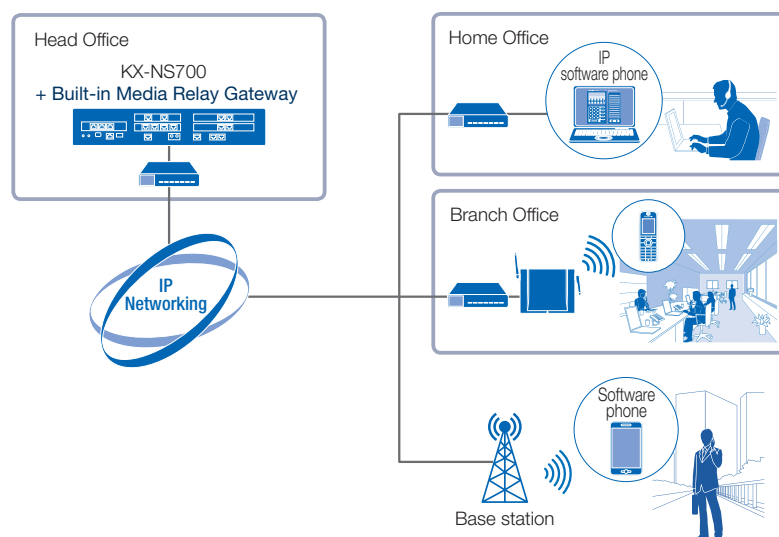
As long as the KX-NS700 is in an environment that can connect to the internet, it can enable IP equipment to be used as extensions for easily contacting people.

### Remote Extension Setup

KX-NS700 enables you to install IP phones in locations distant from the office, such as the homes of teleworkers. By connecting with IP networking, IP phones<sup>\*1</sup> and DECT wireless systems<sup>\*2</sup> can be configured remotely and used as KX-NS700 extensions. Furthermore, workers using a software phone on a smartphone or PC can also use IP phones as KX-NS700 extensions.

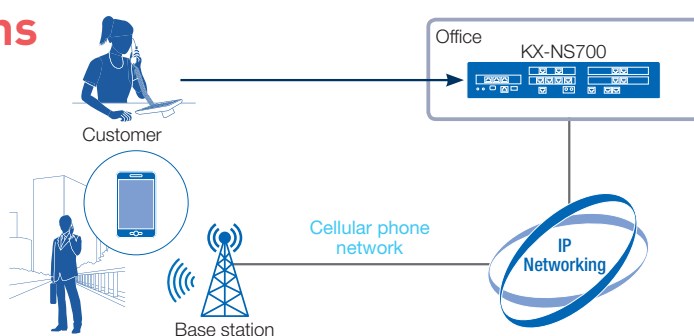
<sup>\*1</sup> KX-NT500 series, KX-UT series, IP software phones, and third party SIP phones are supported.

<sup>\*2</sup> When using the KX-NS0154



### Using Smartphone as Extensions

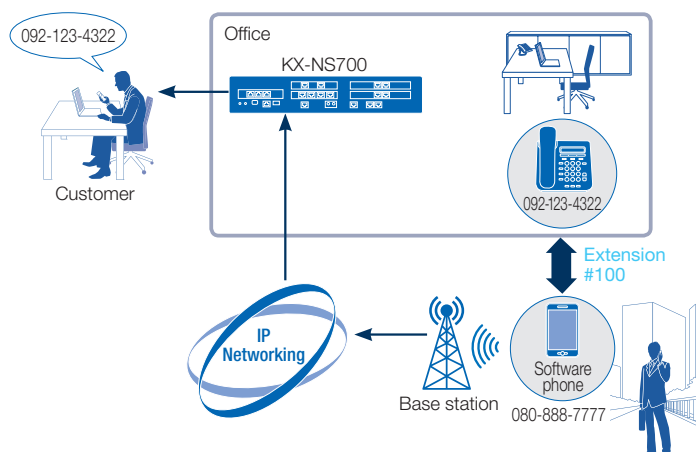
Software phones on smartphones used by mobile workers can be installed as KX-NS700 extensions, meaning they will not miss calls as long as they are in a Wi-Fi/3G/LTE environment, whether they are at the office or away.



### 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.



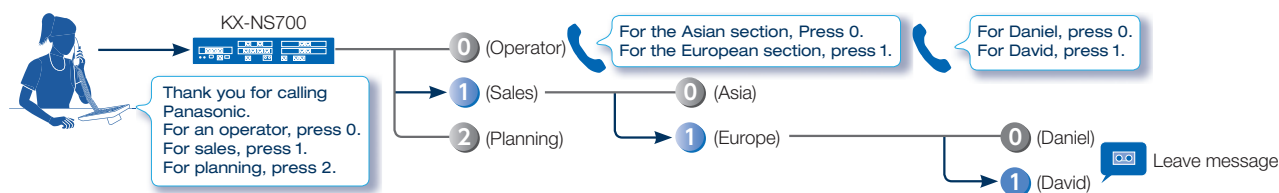
# Improving Work Efficiency with Diffe

## 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.

## Automatic Reception with Voice Guidance

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. Human resources currently used for operators can be assigned other work.

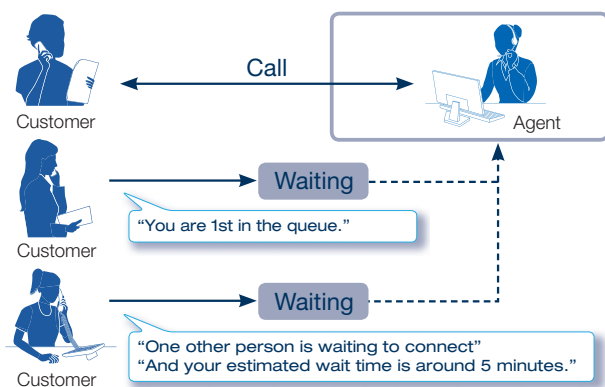


## Call Centre Function

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.

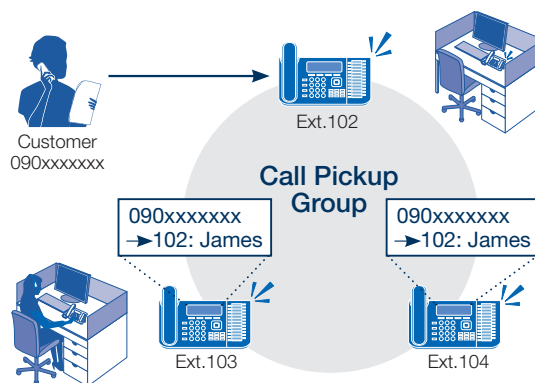
### Automatic Voice Guidance for Customers

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.



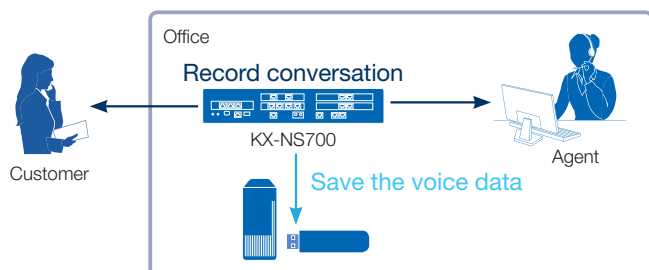
### Call Pickup Group Monitor

When receiving a call with members of a pickup group, it is possible to notify the other members by displaying the extension number/name, enabling the other members to take the calls.



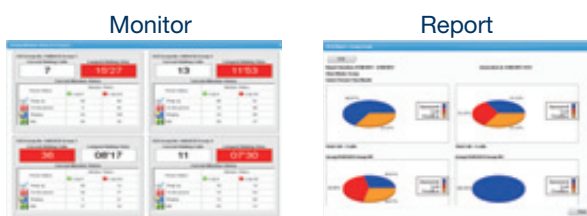
### Auto Recording and Backing Up Data

The KX-NS700 can be used to automatically record conversations with customers, which can be listened to by supervisors, saved to an external server, and used to understand problems or opportunities relating to customer service.



### Monitoring Callers and Call History Report

The supervisor can monitor the live status of call centres to understand on-site problems and improve them. Reports can also be used to understand problems or opportunities relating to customer service. Reports data can be saved to an external server.



# 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.

### IP Software Phone

If you have an internet connection, you can take your phone with your PC to your home or hotel. This enables you install the same functions as the Panasonic KX-NT series to your PC. You can construct a home office environment with a single PC.



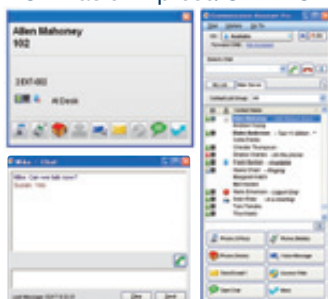
### Communication Assistant (CA)

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.

CA Basic-Express/CA PRO



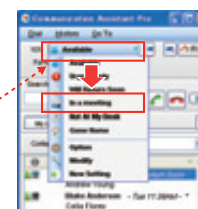
#### Integrating Microsoft Exchange Server with CA

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

Microsoft Exchange calendar



CA Client Exchange integration settings



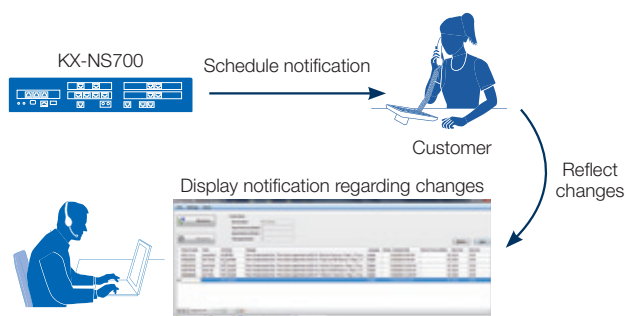
CA Client presence changes

### Linking with Panasonic Partner's Applications

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

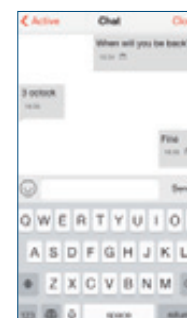
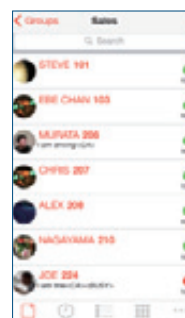
#### Appointment Reminder

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.).



For detailed information on applications, access the following website. <http://panasonic.net/pcc/products/pbx/solutions/>

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## 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

### Portable Station

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

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



### IP Cell Station

#### KX-NS0154

- 4ch/8ch Speech Paths
- LAN Synchronization
- Compatible with MRG



## IP Software Phone

- Compatible with MRG
- 48 FF key Function
- Automatic Recording



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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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