



FloralProfitCenter from Alternate Access® combines the call center capabilities of TeleVantage with florist industry specific applications and in-depth knowledge of florist business requirements—to yield a unique communication solution that increases your profits, strengthens operations and builds repeat customer sales.

As a florist, you are the trusted supplier of emotional gestures, delivering expressions of hope, love and sympathy around the corner and around the world. Your lifeline to customers threads through your phone system, where rapid response with a personal touch is both expected and demanded.

You know that delivering premium service will distinguish you from your competitors, including “box stores” and order gatherers, who have made the floral industry an increasingly crowded space.

With over 90% of your business being conducted over the phone, you need the security of knowing that your phone system is making a positive first impression with customers while being quick and intuitive for your staff to use.

Alternate Access’ FloralProfitCenter solution addresses the specific needs of florists by integrating leading communication technologies with information systems such as accounting and customer relationship management. When you combine these technologies and applications with Alternate Access’ extensive knowledge and experience in florist businesses communications, you have a unique solution that differentiates your business and gives you a competitive advantage in your market space.



“Every comment I could make on TeleVantage and Alternate Access would be positive. I am very happy with the whole process and will recommend the system to others.”

- Joe Hinson
George K. Walker Florist
Winston-Salem, NC



FloralProfitCenter Grows Your Profits, Your Business, Your Repeat Sales

Whether your agents are taking orders or scheduling deliveries, your call center's performance is critical to your reputation and is often the most important factor in achieving your growth and profitability goals. Repeat sales must be earned in the floral industry—how callers experience your business will determine whether they come back time and time again. If your customers can't get through quickly when they call, they may very well go elsewhere.

FloralProfitCenter Grows Profits

- Handle more calls during peak times and seasons
- Track performance of advertisements
- Increase revenues per order with on-hold up-selling
- Extend call center to manage remote stores and virtual agents

FloralProfitCenter Grows Business

- Enhance supervision and decision-making with call center reports
- Simplify staff training for seasonal peaks
- Update delivery status in real time

FloralProfitCenter Grows Repeat Sales

- Reward VIP customers with priority queuing
- Impress callers with knowledge of their histories and preferences
- Make call wait time shorter and more productive



Achieving the right level of operations efficiency is an on-going challenge for most businesses. Alternate Access understands how the pieces fit together and where technology can best be applied to improve worker productivity in both profit and cost centers. We select components that are designed for your specific requirements. And through the implementation of comprehensive communications systems that converge voice and data technologies with information systems, your business achieves new standards of customer service and management control.

"With TeleVantage and MAS, our call volume is up over 20% for the same period a year ago. We can take more calls with fewer associates, and maintain higher levels of service to our customers."

- Donn K. Flipse
Director of Operations
Field of Flowers



Grow Profits...Grow Business...Grow Repeat Sales with FloralProfitCenter

Find out how...Call us toll free at 866-831-9275 or visit us online at www.floralprofitcenter.com

Integrating the Right Components to Meet Your Needs

TeleVantage™ business phone systems from Vertical Communications™ are designed with your staff and customers in mind. They combine the industry's most innovative and user-friendly IP-PBX with high value voice applications, including full-featured voicemail, personalized call handling rules and a robust set of call center capabilities. This award winning solution enables small and medium sized organizations to enjoy the benefits of a highly intuitive Microsoft Windows™-based graphical user interface, affordable scalability, streamlined administration and low cost of ownership. Alternate Access has attained the highest level of partnership with Vertical for three consecutive years as an **Elite Partner**.

The MAS® System by McShan Abner Systems is a total floral integrated management system consisting of Order Processing, Marketing, Accounting, Delivery, GPS, Mapping, Inventory, Nationwide & Statewide Directories, and a host of other modules that run and track your operations efficiently. The developers of this product have dozens of years of experience in the floral industry and make regular improvements and upgrades based on customer input.

MAS-Link™ from Alternate Access integrates MAS with TeleVantage, providing a seamless approach to combining front and back office functions. Together they increase your ability to run, track, monitor and adjust your operations and staff for greatest efficiency and customer service.

Alternate Access is proud to have worked closely with your peers for the past several years to address real issues that florists face every day. In addition, we have dozens of years experience integrating phone and computer technologies for many other industries. Our experience, as well as our commitment to achieving results that help businesses grow and prosper, enable us to bring additional technologies to the table as appropriate for each customer. These may include fax servers, web collaboration tools, Interactive Voice Response applications, and Call Center tools and accessories.

Regular interaction with our customers keeps us abreast of your changing or expanding needs so that we can create thoughtful and cost-effective solutions. Committed to providing solutions that make sense for your business, we only apply communication technologies that solve 'real' business problems. Our **360° Customer Centric Service Model** means that we go full circle with you through the Discovery, Consultation, Design, and Implementation of your solution, and remain available to Support you as your business continues to grow.

Grow with Us

FloralProfitCenter will help you grow your profits, your business and repeat sales by empowering you to maximize sales opportunities, enhance your customer service and boost your staff productivity. And, you will gain valuable, actionable insight into your business' performance, allowing you to make adjustments to workflow and operations that further improve your business.

Our 360° Customer Centric Service Model



A 2006 First Research, Inc. industry profile indicates that technology enables florists to personalize services by allowing them to build databases that collect customer information. FloralProfitCenter goes a step further integrating telecom technology to enhance customer relationships and help a florist grow their business.



***So, let's get started.
We have planted the seed.
Now let Alternate Access help your business BLOOM!***

Find out how...

***Call us toll free at 866-831-9275 or
Visit us online at www.floralprofitcenter.com***



AlternateAccess.



**Your Business Blooms with FloralProfitCenter™
Telephone Systems and Call Center Applications for Florists**



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