



## BESTTIME MOBILE

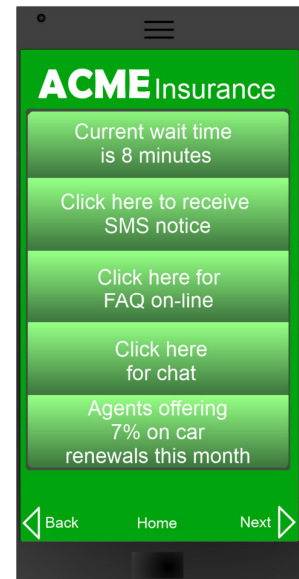
There is an ever growing number of callers to call centers using mobile devices who could benefit from all of the features that BestTime provides. One of many thousands of examples is an insurance company which has numerous independent insurance brokers. These brokers would frequently contact the insurance company regarding clients' requirements etc.

This caller to the call center may consider the following:

- Should I ring now or ask for a reminder?
- Should I request an SMS reminder when the wait is lower? - *Only one click as the BestTime software can already see my mobile number*
- Am I ringing about a topic that is already being attended to? - *Electricity off on High Street*
- Could I use one of the on-line services? - *One click*
- Is there some "special" on offer currently I should ask the agent about?

### BestTime Benefits from any Smart Phone/Tablet/iPad

1. The current BestTime infrastructure can, with only one modification provide all of the BestTime benefits to all smart mobile devices.
2. By the BestTime cloud server having added "Optimized for Mobile" web layout software, BestTime can detect an access from any mobile device and then provide a different screen format that highlights the BestTime functions and options (see sample). →
3. This avoids the need for "BestTime Mobile" to separately support multiple mobile operating systems and is immune from changes those OSs may have in the future.
4. The actual layout and appearance of the widgets can be under the customer's control.
5. Allows for single click access to the web site that you regularly contact as it could be the mobile user's default browser page.



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