



Algo Simplifies Retail Customer Service with New “One-Touch” CallBox

February 6, 2008 – Burnaby, BC - Algo Communication Products Ltd. today announced the release of an innovative “one-touch” customer assistance paging tool designed to simplify, speed, and track customer service response in retail stores. The Algo CallBox, a hand-sized bright yellow wall-mounted device with a large illuminated push button, integrates with the Customer Assisted Paging feature of Nortel’s Advanced Paging Productivity (APP) Pack, available for use with Business Communications Manager (BCM) 50 releases 2.0 and 3.0, as well as BCM 200/400 release 4.0.

The CallBox is designed to be installed in multiple highly-visible locations throughout a retail store or facility, allowing customers a simple method to request customer service. Using the CallBox is as simple as pushing the large illuminated button, which triggers a pre-programmed page announcement such as “Customer Requires Assistance in Sporting Goods”. The announcement can be programmed to repeat at regular intervals until deactivated by service personnel by pressing the reset button on the CallBox.

“The CallBox makes it exceptionally easy for customers or staff members to get assistance”, says Pat Byrne, Algo’s US Sales Manager. “Not only does it improve the delivery and perception of customer service, it also allows the response staff to be more productive. For example, they can perform other tasks with the confidence that at the exact time assistance is needed, they will know about it.”

CallBox activity and page response times can be monitored by location using Nortel’s BCM APP Pack Software reporting feature, thus enabling service benchmarking and improvements to response time and customer service. Programmable CallBox options include page zone, time-out period, page message repeat interval, and specific announcement to play when activated.



Target customers for the CallBox include “Big Box” retail stores, assisted living centers, healthcare and child education facilities, as well as large plant and manufacturing environments.

The Algo CallBox has been designated a Nortel Select Product. Through this designation, Nortel recognizes the Algo CallBox as a best-in-class technology that strategically complements Nortel’s BCM and its associated APP Pack application suite. Additionally, the Algo CallBox successfully completed compatibility testing in a Nortel lab environment, earning the designation of Nortel Compatible Product.

Nortel’s APP Pack for BCM is an application suite of advanced paging and text-messaging applications. It includes One Button Paging, One Button Text Messaging, Customer Assistance Paging, and Scheduled Announcements.

Algo Communication Products Ltd (www.algosolutions.com) is a Canadian-based developer and manufacturer of professional quality telecom products available globally through telecom distributors and business telephone equipment resellers. Products include business telephone accessories, call recording systems, visual and audible alerters, security intercom, USB audio devices, and numerous custom products sold under Original Design Manufacturer (ODM) relationships.

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Product-Specific Links:

CallBox: www.algosolutions.com/callbox

Nortel APP Software: www.nortel.com/products/01/eedge/bcm/collateral/nn123263.pdf