

EasyCall[®], the easy way to
increase
your profits



CST's EasyCall[®]
perfect for alfresco dining...



EasyCall[®]

the easy way to increase your profits

EasyCall[®] increases profits by encouraging customers to maximize their spend on valuable up-sell orders for food and drink, without ever having to leave their seat.

EasyCall[®] is an effective low cost wireless communication paging system, which shows that your organization cares about the quality of service you want to provide to ALL your customers.

EasyCall[®] enables customers to call for immediate service, at the touch of a button. The customer simply pushes the button when service is required, which transmits a signal directly to a panel or pager indicating the table number requiring service.



Overall service levels will be improved by decreasing response time which increases customer satisfaction.

Being wireless, the system is unobtrusive to install and running costs are minimal.



▲ Alphanumeric pager



◀ Numeric pager



The EasyCall System features:

Buttons (wireless micro-transmitters)

- Small, about the size of a £2 coin
- Battery Operated (100,000 presses)
- Weatherproof
- Can be countersunk directly into tables
- Variety of housing available/bespoke designs
- 2 button option available as a branded faceplate



Light Panel

- 16/32/64 button panel options
- Wall or desk mounted
- Optional audible tone alert



Pagers

- Alphanumeric
- Vibe/Tone
- Battery Operated

EasyCall would benefit:

- Restaurants
- Alfresco Dining
- Designated Smoking Areas
- Hotel Conference Rooms
- Executive Dining Rooms
- Health & Fitness Clubs
- Casinos
- Banks
- Nightclubs
- Bars
- Bowling Alleys
- Local Authority Offices
- Beach Service
- Pool Service
- Retail Fitting Rooms

Genesis EasyCall Features and Extras:

Touch screen PC

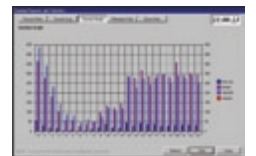
- Visible status of calls, colour-coded by response/ waiting time
- Server cancels call when dealing



master screen

Reporting analysis

- Networked PC's can access full graphical reporting
- Statistical information



session overview

POS Paging: Full touch screen program that allows users to contact managers, security etc.



server statistics

Staff Paging: from networked PC's.

SMS/Wide Area: Dials up to a GSM or Wide Area Paging server to send out SMS messages.

LAN Paging: Alphanumeric pager messages via the Local Area Network (LAN).

Full reporting: Statistical Data & Information Reports.

PABX Paging: Send numeric or predefined alphanumeric messages to individual pagers or groups via the PABX/telephone system.

Third Party Equipment: Interfaces with fire/ security systems, lone worker and building management system.



EasyCall[®]

make your smoking customers
feel welcome

EasyCall[®] enables customers in your designated smoking area to call for immediate service, at the touch of a button.

EasyCall[®] increases profits from smokers by encouraging customers to maximize their spend on valuable up-sell orders for food and drinks, without ever having to leave their seats.

Your smoking customers who feel that they have been sufficiently catered for will want to come back time and again and will also recommend your location to their friends... consequently winning you valuable customer loyalty and referral business.



Do you want to find out more about how EasyCall or any of our other products can help you to provide increased customer satisfaction? Contact us on:

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