

Glossary

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2.5mm

2.5mm plugs are standard round plugs. Commonly used on mobile and cordless phones, as well as a few business telephones.

3.5mm

3.5mm plugs are standard round plugs. Less commonly used than the 2.5mm plugs, these are used on some business telephones.

A

AA

AA is an acronym for 'Auto Attendant' .

ACD

ACD is an acronym for 'Automatic Call Distribution' .

API

This stands for 'Application Programming Interface' ,

Auto Dial

Auto dial is the name given to electronic hardware and software that dials numbers automatically. Once calls are answered, either a recorded message will play (this is sometimes known as 'robocalling' or 'voice broadcasting'), or a human operator will interact with the called party.

Auto Attendant

Also referred to as an 'AA' or 'virtual receptionist' , an auto-attendant automatically transfers callers to certain extensions without the need for human intervention. The majority of AAs provide a simple menu of options for callers to choose from – pushing '1' may take a caller through to a billing department, for example, while '2' may transfer them to customer services.

B

Bluetooth

Bluetooth is a wireless technology standard usually associated with mobile phones. Bluetooth benefits from high levels of security but is only effective over short distances.

BLF

BLF stands for 'Busy Lamp Field'. A Busy lamp field is a row of programmable keys that indicate whether a colleague's phone line is busy or not, usually by the use of a color LED.

C**Call Control**

The act of controlling the flow of a conversation, usually by asking questions.

Call Forwarding

This feature allows calls made from one number to be easily forwarded to another. This feature is useful for putting callers through to appropriate individuals and/or departments.

Call Forwarding on Busy

Allows incoming calls to be redirected to a mobile or other number when your line is busy.

Call Hold

This telephone feature allows operators to pause a call, while they seek additional information for the caller, or activate another feature (Call Pickup, for example).

Call Park

This telephone feature allows an operator to place a call on hold from one terminal, and send it to an unused extension number so the call can be answered from elsewhere. For example, a department of a supermarket might be called from head office and told they have “a call waiting on 452” – the department would then dial 452 to attend to the call.

Call Pickup

This feature allows employees to answer ringing phones they hear located at unattended terminals, simply by lifting their own respective handset. Caller ID Also known as calling line identification (CLID), calling number identification (CNID), calling line identification presentation (CLIP), and calling number delivery (CND), is present on a variety of analogue and digital phone systems. It allows a name (if available) associated with a number to be transmitted to the called party during ringing (and vice versa), which is then displayed on a telephone's built-in screen, or another device.

Call Waiting

A feature that provides audible or visual indicators to let a single-line phone user know that there is another call waiting.

Caller ID

Transmits a phone number and possibly a name to the called party's telephone equipment during the ringing signal.

Conferencing/Conference Call

Sometimes referred to as ATC (Audio Tele-Conferencing), conferencing functionality allows a caller to call and include more than one party within a phone call.

Contact

Any communication between a customer or prospect and a Brand Specialist, primarily through a call,

email, chat, fax, letter, social media or SMS.

D

DND/Do Not Disturb

DND is shorthand for 'Do Not Disturb'. When switched on, this phone setting will mute or redirect calls to a different, selected terminal.

E

EHS

EHS is an acronym for 'Electronic Hook Switch'. Please see Electronic Hook Switch for more information.

Electronic Hook Switch

Electronic Hook Switch is a cable used to connect a telephone to the base unit of a cordless telephone. This cable allows users to remotely answer the telephone if they are away from their desks. It replaces the slightly cruder handset lifter.

I

Intercom

Two-way talk paths over a phone base speaker with or without announcement, for group announcement or limited public dialogue with everyone in the group.

Intercom Groups

Two-way talk paths over a phone base speaker with or without announcement, for group announcements, or limited public dialogue with everyone in the group.

M

Messaging

Refers to voicemail, fax, and/or broadcast messaging. Messages can vary in content and media type—the distinction being that they are recorded or stored for pickup in the future.

O

Off-Hook

A telephone set in use – the handset is removed from its cradle, thus sending an electrical signal to the central office that a circuit needs to be opened.

Off-Line

The condition where a terminal or device capable of active connection with the facilities of a computer or communications network is in the disconnected or idle state.

On-Hook

The normal state of the phone in that the handset rests in the cradle and the circuit to the central

office conducts no electrical signal.

On-Line

The condition where a terminal or device capable of active connection with the facilities of a communications network or computer is in the active or connected state; a unit functioning under the continual control of a computer.

P**Paging**

A service designed to deliver numeric or alphanumeric messaging to a person whose location is uncertain – paging services make use of radio communications.

R**Redial**

Pushing this button will see the last number dialed from a telephone, redialled.

Ring Tones

Customizable audible alerts, representing various telephone activities. Allows audible distinguishing of internal calls, and external calls, and can be assigned to specific phone numbers or activities.

S**Speakerphone**

A telephone comprising a microphone and a loudspeaker allows hands-free verbal exchanges.

T**Talk Time**

Talk time is the amount of time a telephone (or related accessory) can be used before its battery is exhausted and requires recharging.

Speed Calling/Dialing

This telephone feature allows operators to dial from a list of frequently used numbers using a one or two-digit pre-assigned number, to make dialing more efficient.

U**UC**

UC stands for unified communications. UC is the incorporation of real-time communications services, which would include IP telephony, video conferencing, data sharing, instant messaging, etc.

V**Voice Mail**

Answering machine where messages are digitized and recorded for future retrieval.

