

POWERLINE in 10 MINUTES

Powerline enables you to reach potential buyers and sellers 24 hours a day by capturing their calls and putting you in direct contact with people who are ready to buy and sell homes now. This brief guide details how to implement Powerline's powerful technology to help you grow your business...starting now.

Web Instructions

In order to utilize the following services, you must first log in to the Customer Portal.

Logging on to the Portal

Note: The first time you log into the Customer Portal you will be prompted to enter an associated email address. We will use this address for notification of lost passwords and to update you on new features added to your Powerline system.

Step 1: Access the Customer Portal by either going to the Arch homepage at www.archtelecom.com and clicking on the "Customer Center" and using the "Online Reports/Account" link or entering <https://portal.archtelecom.com/Portal/Login.aspx>

Step 2: Enter your 10 digit Mailbox number in the "Login ID" field

Step 3: Enter your default password in the "Password" field

Step 4: Click the "Login" button

You are now logged into the customer portal and ready to start taking advantage of the Powerline technology.

Note: Your mailbox number is the same as your toll free Powerline phone number, as assigned to you in your welcome letter.

Zero Transfer/Direct Connect

Zero Transfer allows your callers to be transferred to the telephone number of your choice simply by pressing "0" on their telephone. This phone number can be changed at any time, which means you will never miss a hot lead again.

Step 1: Click on the "My Mailbox" tab

Step 2: Enter the 10-digit destination number in the "Zero Xfer Destination" field

Step 3: Click on the "Save Settings" button

Note: You can establish separate zero transfer numbers for each of your extensions. Please contact customer service to discuss activating this feature.

Instant Notification

As soon as a potential client calls your toll-free number, you will receive instant notification of the call, including the caller's name, phone number, listing code and address. The information will be sent to you via email or text message within just a few minutes, allowing you to follow up on hot leads immediately.

Step 1: Click the "Notifications" tab

(<https://portal.archtelecom.com/Portal/Pagers.aspx>)

Step 2: Enter your desired messaging contact information: email address, text message address or pager number into the "Pager Destination" field

Step 3: Click the "Add" button

Note: You can establish individual notification contact information for each of your extensions. Please contact customer service to discuss activating this feature.

Note: We can notify multiple email addresses and cell phones. Simply add the additional addresses using the steps above.

Recording Your Greeting and Listings with Powerline

Now that you have your zero transfer and notification systems established, you can start posting your listings. You will record your Master Greeting and Property Listings by

calling your toll-free phone number assigned to you by Arch. When you hear the initial greeting, press * and enter your default password.

Master Greeting and Property Listings over the Phone

The Master Greeting is the first message a caller hears after dialing your number. Standard systems have set greetings. With Multi-user systems, the Master Greeting can only be recorded or changed using the Master Password.

From the Main Menu:

- Press 9 (Personal Options)
- Press 1 (Greetings)
- Press 1 (Regular Greeting, follow the voice instructions.)

Example Master Greeting for Personal System: “Hello and welcome to John Smith’s 24-Hour property and marketing hotline. Please enter the extension number for the property or information you wish to receive, or you may press ‘0’ to speak with me directly. Thank you for calling.”

Example Master Greeting for Corporate System: “Thank you for calling the Smith Group’s 24-hour listing hotline. Please enter the extension for the property in which you are interested at this time. If you would like to speak with the Smith Group directly, please press ‘0’ at any time.”

After establishing your Master Greeting, you can use the voice-automated service to set up multiple listing codes (extensions) that enable you to record as much information as you like) for each item or property you plan to advertise. By default, listings are 3 digits in length and must use numbers from 200 through 999. You cannot begin a listing with a 0 or 1.

From the Main Menu:

- Press 7 (Manage Your IVR Listings)
- Press 1 (Add or Change a Listing)
- Enter the 3 digit listing number you would like to add.
- Press 1 for Regular IVR listing
- Record your listing and follow the voice instructions.

Recording and Adding Listings Online

You can upload WAV files into your Powerline extensions, eliminating the need to record your listings over the phone. At this time, WAV is the only accepted format with the following settings:

- Mono is preferable to stereo, but stereo is accepted.
- 8000Hz, 16-bit, PCM, mono is the recommended format.
- 44,100Hz, 16-bit, PCM is also supported
- mp3 files are NOT supported at this time

To upload an audio file to an extension, follow these simple instructions:

- Log-in to the customer portal at www.archtelecom.com
- Click the “Powerline” tab
- Click “Create Regular Extension” button at the bottom of the page

Note: If you are using a fourth digit at the end of your listing in your advertising to track the ad source, you do not enter this source digit when setting up or deleting listings. The source digit appears only on your printed ads.

- Enter the Extension number to which you would like to add the greeting and fill in the description field.
- Browse your computer for the .WAV file you have created and click “Upload File”

Call Detail Report

Once you start receiving leads, request a detailed call report 24 hours a day and Powerline will deliver it to you via fax or email within minutes of your request. The call report will include a caller’s phone number, date and length of the call, corresponding listing codes accessed, advertising source digits, whether the caller left a voice mail, and the caller’s fax number (if applicable). You may request leads established since your last report or sort your request by a date range of up to ninety days.

Step1: Login to the Customer Portal via the Arch Homepage or by going to

<https://portal.archtelecom.com/Portal>

Step 2: Click on the “Reports” tab

Step 3: Choose “Powerline”

Step 4: Enter “date range” and click “Get Report”