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Important
- Safety Precaution: carefully read the operating instructions and installation manual before using these products.

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New Smart Hybrid PBX for the SMB Market Brings You Unified Communication

The Panasonic KX-NS300 Smart Hybrid PBX is a cost effective legacy and IP communication system for small and medium sized companies that can be flexibly configured and expanded according to the your needs.

The KX-NS300 has advanced features and starts from 6 analogue trunks and 18 extensions, up to 192 extensions with an Expansion Unit. KX-NS300 is also a unified communication system which has rich IP features such as mobile linking, integrated voice mail and e-mail, instant messaging (chat), and presence information.

It can also use built-in applications such as a call centre solution, mobile solution, and voice mail system to provide more efficient work and increased customer satisfaction.

Saving Costs is Top Priority

Saving Communication Costs

The adequate IP capacity of the KX-NS300 enables you to combine both IP and legacy trunks according to your needs, to construct systems that are flexible and cost effective.

Saving Network Costs

By connecting the KX-NS300 units in different offices with an IP network, you can construct a network that integrates both voice and data. This enables extension calls between offices over the IP network, and reduces costs.

Saving on Initial Investment

The KX-NS300 can utilize an IP network to use IP phones as head office extensions, without installing extra KX-NS300 units or special routers at remote sites. In other words, migration to an IP network enables installation costs to be saved.

Saving Running Costs

By using IP phones as extensions, you don't need to change the settings at the PBX each time you change your office layout, as is normally required. Simply move the phone, and then connect it to the LAN for quick and easy use.

Using Existing Resources

Existing DPTs, APTs and SLTs from Panasonic can continue to be used, enabling a system to be replaced at a low cost without wasting resources.

Saving Costs by Adopting a Hybrid System

KX-NS300 can utilize the benefits of a hybrid system to help businesses lower costs and allow a quick return on investment.

<table>
<thead>
<tr>
<th>Head Office</th>
<th>KX-NS300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branch Office</td>
<td>KX-NS300</td>
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<tr>
<td>Home Office</td>
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It can also use built-in applications such as a call centre solution, mobile solution, and voice mail system to provide more efficient work and increased customer satisfaction.
Various Methods for Improving Customer Satisfaction

Helping to Improve Customer Service
Improving customer satisfaction is the key to succeeding in business. The KX-NS300 provides services for smoothly responding and following up on customer queries.

Auto Attendant/Voice Mail System
The KX-NS300 can connect customers to the appropriate section or operator according to their query in call routing with voice guidance. It can also prompt the customers to leave a voice message when the operator is away.

Enhanced Voice Mail System
The KX-NS300 can be expanded to a voice mail system that can record a maximum of 24 channels and 400 hours. KX-NS300 also sends e-mail to notify you when you have new voice messages. The messages can also be received as attachment files and forwarded. E-mail notification can also be sent for missed calls where the customer did not leave a message, enabling you to quickly contact the customer.

Smart Remote Extension
Recent business requires customers to be contacted anywhere and anytime. As long as the KX-NS300 is in an environment that can connect to the internet, it can enable IP phones to be used as extensions for easily contacting people.

Remote Extension Setup
If you have Internet connection, KX-NS300 enables you to easily install IP phones in locations distant from the office, such as the homes of teleworkers, mobile workers using softphones on smartphones. Connecting with IP networking enables IP phones* to be used as KX-NS300 extensions, without the need for any routers or extra devices.

*KX-NT500 series, KX-UT series, and third party SIP phones are supported.

Using Smartphone as Extensions
Softphones on smartphones used by mobile workers can be installed as KX-NS300 extensions, meaning they will not miss calls as long as they are in a Wi-Fi/3G/LTE environment, whether they are at the office or away.

One Numbered Extension
IP phones such as a desk phone or softphone can be paired to use a single number. This enables customers to easily contact staff with a single number, regardless of whether they are inside or outside the office.
**Improving Work Efficiency with Different Styles of Communication**

### Continually Improving Work Efficiency

It is always important to understand the changes in customer needs and improve the support provided by staff. Continually performing these measures leads to improved work efficiency.

### Various Communication Methods for Making Work More Efficient

Flexible communication methods are essential in current business situations. Communication Assistant (CA) from Panasonic and its applications provide you with the communication methods to meet your needs.

### Call Centre Function

The KX-NS300 includes an advanced call routing function for small to medium size call centres. This function can be used without an external CTI server. More efficient call reception enables you to effectively utilize limited resources to assist in improving work efficiency.

- **Queue Announcement**
- **Priority Routing for VIP Calls**
- **Uniform Call Distribution (UCD)**
- **1:N Ringing (Group Ringing)/Delayed Ringing**
- **Monitor per Agent/Group**
- **Busy Override**

#### Automatic Voice Guidance for Customers

The caller can recognize their position in the queue through voice guidance. They can then decide whether to stay in the queue or leave a message and hang up, according to the situation.

- "Your other people are waiting to connect."
- "And your estimated wait time is around 4 minutes."
- "Thank you for calling Panasonic. The department you are calling is busy. Please hold the line. We will answer your call shortly."

### Auto Recording and Backing Up Conversations

The KX-NS300 can be used to automatically record conversations with customers. Supervisors can listen to the recorded voice data, and the voice data can be automatically saved to USB memory or an external server via the internet. The data can be used to understand problems or opportunities relating to customer service.

- "Four other people are waiting to connect."
- "One other person is waiting to connect."
- "We are sorry to keep you waiting."
- "Thank you for calling Panasonic. The department you are calling is busy. Please hold the line. We will answer your call shortly."
- "Music on Hold is set for 30 seconds."

### Monitoring Callers and Call History Report

The supervisor can monitor the live status of callers, agents, and grouped members, to understand on-site problems and improve their call centre. Reports can also be used to understand problems or opportunities relating to customer service, and recorded call data can be backed up and restored via the network as necessary.

#### Monitoring Callers

- **Offices**
- **Agents**
- **Customer**

### Communication Assistant (CA)

CA is a highly intuitive PC-based application suite with powerful point and click telephony and screen-based presence, availability, and a variety of collaboration tools. It can be used with or without a server.

- **CA Basic-Express/CA PRO**
  - For Personal Productivity
  - Integrating Microsoft Exchange Server with CA

#### Integrating Microsoft Exchange Server with CA

When Microsoft Exchange Server is integrated with CA Client, your presence will automatically change according to the contents of your Exchange calendar.

#### Linking with Panasonic Partner’s Applications

You can link with CA and Panasonic partner’s applications to provide various solutions.

- **Appointment Reminder**
- **Mobile Communication**

### For detailed information on applications, access the following website: [http://panasonic.net/pcc/products/pbx/solutions/](http://panasonic.net/pcc/products/pbx/solutions/)