

COMPUTER TELEPHONY INTEGRATION (CTI)



What is CTI?

Computer Telephony Integration (CTI) allows interactions on a telephone and computer to be linked.

All customer contact channels (**voice, email, web, fax, etc.**) can be integrated.

CTI improves the cost-effectiveness and quality of your data handling and telecommunications.

The correct **CTI** solution can **reduce operating costs** and **enhance customer relationships**.

Key details (notes from previous calls, order history etc.) are **displayed onscreen** the instant the call is received, resulting in a **more immediate and personalised response**.



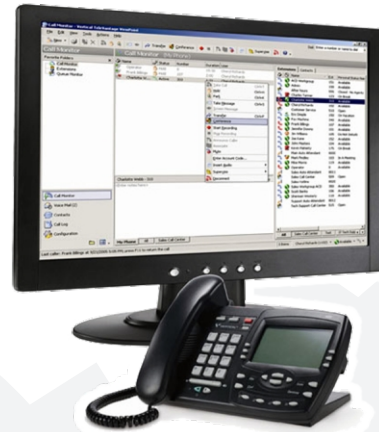
CTI improves employee performance in telephone intensive organisations

Large volumes of **e-mail, SMS** and **voice traffic** are handled effortlessly. **CTI** runs over a **single network** so **fewer telephone lines** are required, **cutting costs** even further.

Scalable solutions - multiple options...

Our **CTI** systems can handle increasing numbers of calls or staff, without a significant increase in costs.

Alternative carriers (Onetel, NTL etc.) and/or the **internet** can be used for phone and data traffic.



No new software to learn...

Easily dial from **Microsoft Outlook** or any other **DDE** enabled application.

Increase staff productivity and **monitor key performance** more effectively.

Automatic Call Distribution (ACD):

With ACD you can deliver **excellent customer service** with every call.

ACD KEY FEATURES:

- ✓ **Automatically answers calls** with a voice menu. Caller responses route the call to an appropriate member of staff.
- ✓ Cut at least **20 seconds off each call** and handle more calls in a day.
- ✓ **Save over 5 hours** when making 1,000 calls.
- ✓ **Assess staff performance** by logging and recording calls. Refine operating procedures based on the findings.
- ✓ **Integrated voicemail** saves time and avoids missed opportunities.



GET IN TOUCH to boost productivity and give your customers the service they deserve...

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