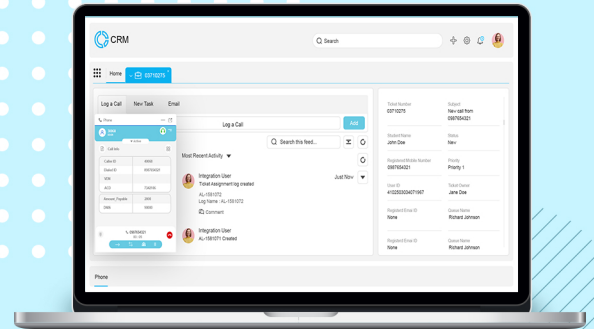


Introduction to CTI

Computer Telephony Integration (CTI) technology that allows the computer and telephone to interact with each other and exchange information. For agents CTI puts data and call control at their fingertips.



Key CTI Features :

Screen Pop-Ups : CTI can be used to display caller information on the computer screen of the agent receiving the call. This can include the caller's phone number, name and any other previous interaction they have with the company.

Call Identification : CTI can identify callers and provide their information like phone number on the agent's screen.

Call Routing : CTI can be used to route incoming calls to the most appropriate agent or department based on the caller's need such as caller's language preferences, reason for calling etc. This can be done by using ACD system that uses data from the computer system to route calls to the most appropriate and available agent.

Call Logging and Reporting : CTI can be used to log call details and generate reports on call volume, call length, and other metrics that can be used to analyze call center performance.

Interactive Voice Response (IVR) : CTI can integrate with IVR systems, which enables callers to interact with an automated voice response system to retrieve information, or schedule appointments without the need of a human intervention.

What is CRM :

Customer Relationship Management (CRM) is a technology for managing company's relation and interaction with customers and potential customers. The goal is to improve business relationships. A CRM system helps companies stay connected to customers, streamline processes and improve profitability.

CTI-CRM Connector :

CTI CRM connector offers functions such as the ability to obtain call related information (For example ANI, DNIS etc) read or attach the call data and transfer to the agent. In addition, a CTI CRM connector can also provide features such as automatic call logging, call recording, and real time call monitoring for supervisors.

The integration can help businesses improve their customer service and sales performance by streamlining the communication process between agents and customers.

Why to integrate CTI with CRM :

01

Improved Efficiency : Integrating your CRM with CTI can help reduce the time and effort required to manage customer interactions. With CTI customer information can be automatically pulled up when the call comes in, allowing agents to provide personalized service.

Increased Productivity : With CRM and CTI integration, agents can make calls directly from CRM, eliminating the need to switch between the application. This can save time and improve productivity.

02

03

Better Data Collection : CTI can capture data related to customer interaction and automatically log this information into the CRM system, providing a more comprehensive view of the customer behavior.

Enhanced Reporting and Analytics : Integrating CTI with CRM, businesses can generate accurate and detailed reports, that leads to better decision making.

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