



Computer Telephony Integration - CTI

The tight integration of phone and data services is critical to the efficient and cost effective operation of modern customer contact centres.

Computer Telephony Integration (CTI) can improve advisor productivity levels, reduce operating costs, and enhance customer service quality - and it can be effective in many different customer contact environments (i.e. regardless of whether customer contacts are made 'in person', over the phone to a person, or via an automated IVR system.)

Dependent on the needs of the contact centre, CTI technology can enable a range of advanced contact centre capabilities. These include:

▀ The screen popping of customer data on advisors' screens as calls are delivered to their desktops

▀ The simultaneous transfer of customer (and other relevant) data as calls are transferred between advisors

▀ The automated outbound dialling of numbers from an application or a database

▀ The provision of a single universal mailbox for accessing all message types (i.e. voice, fax and email)

In instances where there are multiple customer touch points, CTI technology can deliver a 'single view' of the customer to call handling advisors by 'screen popping' interaction histories on their PC screens as calls are delivered to their desktops.

Improving lines of communication

In this way, advisors are better equipped to handle customer requests efficiently and rapidly, and to deliver exceptional customer experiences.

When interactions need to be transferred from the contact centre to the 'back office', CTI can be used to transfer customer data to back office specialists at the same time as calls so that they are better informed about the history of customer queries and therefore more able to speak from an informed perspective from the moment calls are passed to them.

And in the case of automated dialling, CTI will automatically dial numbers held within an application - a technique frequently used in many credit departments to collect arrears in instances where money is overdue on payments.

CTI delivers advanced communications services – and the flexibility to meet specific business challenges. In the local Government sector, for example, CTI has been particularly effective in helping Local Authorities achieve their specified objective of answering 80% of enquiries at first point of contact.

CallPlus IP - CTI

The open, standards-based nature of CallPlus IP ensures that voice and data configuration and integration can be carried out far more easily, rapidly and effectively than is possible using proprietary telephony technology.

CallPlus has been integrated with Local Authority applications from leading vendors including Capita, SX3 and Anite as well as CRM

applications such as Lagan's Frontline, Northgate's 'Front Office', Onyx, and Capita Direct solutions, enabling it to fit easily into existing IT, Telecoms and Application infrastructures.

No specialist development skills are required to integrate CallPlus into most data environments - and companies are not required to make wholesale changes to their business processes. A wide variety of user-defined database information can be 'screen popped' on advisors' screens based on either called numbers or the identity of callers. As well as information such as DDI and Calling Line Identification (CLI) being passed to CallPlus we could also pass other information such as reference numbers gathered from callers using an IVR front-end, and this could also be used to populate a database screen, such as a document management system.

In a CallPlus environment, the CallPlus Call Processing Unit acts as the CTI server. This does away with the need for an expensive CTI link and separate CTI server which are typically required to achieve third party voice and data integration with standard PBXs.

Call Blending

Through integration with third party products such as application databases or CRM systems, CallPlus can provide call blending by enabling a third party application to control the CallPlus screen phone. In a call blending scenario, the third party application waits until there are no calls queuing against a particular advisor and then presents an outgoing call with associated details and script, for the advisor to make. This call can either be made automatically or initiated by the agent.



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