COMPUTER TELEPHONY INTEGRATION
PROVIDE BETTER CUSTOMER EXPERIENCE WITH GREATER EFFICIENCY

INTRODUCTION

There are two systems at play when you are interacting with your customer over phone. First, the telephony system; comprising of components like the Switch to route the calls and Interactive Voice Response (IVR) to guide the customer. The other important component is the system, which stores the customer details, the transaction history, previous communication etc. To provide an exceptional customer experience during a call, it is essential that these two systems be in sync. A Computer-Telephony-Integration (CTI) achieves just that. It allows real-time information exchange between telephony systems and your application during a call, so that the agent can handle the 'moment of truth' with the customer with ease and confidence.

ISSUES WITH CTI SOLTUIONS

Conventional CTI systems however, comes with a lot of inflexibilities and are difficult to implement. Some of the issues with conventional CTI solutions are:

Customized specifically for each telephony system - These integrations are normally point-to-point and needs to be purpose-built for each specific Switch. If your organization has multiple telephony infrastructures, or work with multiple outsourced tele-calling and servicing outfits, then each connection needs to be customized separately.

Hard-coded connections - Such CTI integrations can only cater to specific scenarios (only specific parameters can be passed between the systems) which are hard-coded into the solution. Such integrations are always time-consuming and changing the integration logic at a later point of time is always difficult.

Cannot be defined by the end-users- the business users are in the best position to define the CTI integration process. They know the parameters that need to exchanged for the most efficient call handling, they know the best way of handling exceptions, they know the information that needs to be shown to the agent screen. However, implementing the CTI solution is invariably a technical project, with the outputs seldom matching the user expectations.

Only single parameter searches - one of the fallouts of a hardcoded system is that the integration logic cannot be extended to create a flexible and configurable database search spanning multiple entities and fields. Let us take an example: A mobile number passed by the telephony system can only be searched in a field in one table (say, the customers master). While the mobile number may not exist in the contact database (maybe not updated recently), it might be available against the invoice details (or the last service request raised by the customer). A conventional CTI integration cannot easily search across multiple such tables and fields in a manner defined by the users. With the number of customer touchpoints increasing, data is stored across in multiple places. The CTI connector needs to be powerful and flexible to

THE NEED

1. A solution that works provides a common integration framework for all kinds of telephony system.
2. A solution that can work simultaneously with multiple Telephony systems without hard-coding.
3. A solution whose integration parameters can be defined by the business users themselves. The method of integration, the search parameters, the result of the search and the sequence in the which the search will be executed, should all be user-defined. The user should also have the option to change these parameters and the business needs evolve.
4. A solution that allows you to traverse your system database to hunt for the right customer, based on a definition specified by the customer.
5. A scalable and robust solution that is fast, efficient and reduces the agent workload significantly.

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search through complex database structures to come up with the right match.

C CENTRIC'S CTI SOLUTION - KEY FEATURES

C Centric's CTI solution addresses all the limitations of conventional CTI solution. Some of the key features of our CTI solution are given below:

INTEGRATES WITH ANY CTI PROVIDER

C Centric's CTI solution uses common standard integration methods and readily integrates with any CTI provider. You have the freedom to select the best CTI provider based on your specific business requirements and be assured that our solution will integrate seamlessly. The integration process is simple and uses standard protocols that are easy to implement and maintain.

INFRASTRUCTURE AGNOSTIC

The solution works on both on-premise as well as cloud. Your agents can be sitting together in one premise or can be spread over any geography. Achieve the advantages of a distributed workforce and still have the advantage of a tightly knit and well-coordinated business process.

SEARCH ACROSS MULTIPLE ENTITIES AND RECORDS

As discussed earlier, the usual CTI systems allow searches only for one entity at a time. Our CTI solution bridges that gap by removing the lengthy coding process and allows you to search across any number of entities via a simple configuration.
The system allows you to configure for all exceptions as well. E.g. what screens and info to share with the agent if no match is found? How to display the information in case of multiple matches, and so on. With CTI configurator, business users can define the entire search and retrieval process without having to resort to a single line of coding.

INTUITIVE, FEATURE-PACKED AND EASY TO USE

Our solution offers a zero-coding setup. The solution is easy to set up with user-friendly configuration screens that helps you set up CTI flows in a matter of minutes! The dependencies on technology team is eliminated. The CTI configurator allows the flexibility to try out a configuration and finetune it for the greatest process efficiency. A built-in simulator page allows the users to view the results real-time before going live with the integration. A CTI enablement, that used to take months of coding, integrating, testing and fine-tuning can now be done in a matter of days.

A robust and efficient CTI solution is essential for managing all phone-based interaction with customers may it be customer service, operations or outbound tele-sales. C Centric's CTI solution helps you create a highly efficient, robust and scalable processes for all types of telephonic communication with customers. Our solution is available as a ready extension for your system built on PowerApps platform. To know more about the solution visit us in Microsoft AppSource, or write to us at sales@ccentric.co.