

Computer Telephony Integration *In English*

BRINGING VOICE AND DATA TOGETHER WITH CTI:

Let's play fantasy business for a minute. All your incoming calls are answered in just four rings. Those calls are routed through to the right person or department without needing an operator, and each call can be presented to your staff complete with information about the caller.

OK, back to reality.

However, this situation **can be a reality** thanks to computer-telephony integration (CTI) - the technology which links your organisation's two key business tools, the telephone system and computer network.

For many people this starts with simple "Screen Popping". This is where the users computer screen pops a customer record, (order processing screens, accounts details, sales prospecting or indeed any other computer based record) on screen usually as the phone rings. So, as it is answered, the user **instantly** has all the information needed to deal quickly and efficiently with the caller.

But "Screen Popping" is only the beginning.

Computer Telephony Integration in the 21st century can take things much, much further. This powerful functionality is no longer the preserve of large organisations with huge budgets.

Single user "Screen Popping" starts at between £200-£300 and a fully blown 20 user call centre can have everything from Campaign Interactive Scripting (Telesales Scripts); Interactive Voice Recognition (IVR); Personalised (to the caller) Auto Attendant; Hot Desking; Remote Agents; Virtual Wall Boards; Real Time Statistics; Web Site Integration etc, etc for a few thousand pounds. Only a year or so ago, this sort of power and functionality would have been upwards of £150,000.

These options are now sold module by module, so it allows a company to start with a small budget and add the extra functionality as the company expands.



Lets take a closer look at the best modular CTI package we have found, the "Connect" family of products from Arc Solutions.

The Arc system is made up of the following modules:

[Screenpop](#) [Screenpop ActiveX](#) [Call Connect](#) [Supervisor Connect](#) [Wallboard Connect](#) [Hot Connect](#) [Voice Connect](#) [Campaign Connect](#) and [Web Connect](#).

A quick description of each module and a full specification (in " Microsoft Word" format, zipped and un-zipped versions) are available via the above links.

Applications like Arc's CTI suite, link company-wide databases with the telephone system at a deeper level. It provides workflow capability for telephone users and more complex interaction between applications and calls.

This type of application used to be seen only in larger, more specialised call centres in sectors such as financial services, insurance and so on. But with 1st party CTI starting for only £200, people are able to see the advantages for a small cost. Many (both small and large) organisations having tasted the benefits at the 1st party level, have now moved towards 3rd Party CTI.

The basic difference between the two is "1st Party" is where a number of PC's are individually integrated with the telephone system and "3rd Party" is where the "Network Server" is integrated passing the benefits to all users of the network.

The Future:

CTI can help any sized organisation manage its telephony and telephone contacts more efficiently and at the same time maximise staff productivity.

As relationships can be built or broken in the course of a telephone conversation, it makes good business sense to implement CTI. This not only speeds up the call process but supplies information where and when it is needed.

For more information on 3rd Party CTI head for the [CTIZone](#).