

# Computer Telephony Interface (CTI)

## CTI is no longer expensive to use.

### In fact, with us it's a standard offering.



#### Game Changer: Computer Telephony Interface

Until now, CTI was expensive and difficult to integrate, so there is no motive for vendors to give away this valuable solution. But at Contact Solutions, our business objective is maximum automation; not collecting hefty license or professional service fees. We take over the architectural complexity and make CTI available to all your contact centers.

It's part of our commitment to Continuous Improvement for our customers.

#### Overview

Contact Solutions' CTI lets you tightly link your contact portal with your contact center for seamless transfer of real time customer information. We use flexible web services that make integration painless; or integration can be accomplished easily and affordably with off the shelf Cisco or Genesys software or Contact Solutions' own web services-based CTI solutions.

What's more, we offer our CTI at no additional cost to our customers.

#### Our simple and open approach to CTI utilizes web services that integrate seamlessly within your call center

It is frustrating to a caller to have to repeat their personal information when routed to a live person. Callers want the information they entered in the voice portal to be in front of the agent when a call is connected.

#### CTI helps you deliver fast efficient live customer service

When your customers request to speak with a live agent, they want resolution, not questions. It can be frustrating for the customer to be asked for the same information they have already input to the IVR.

Our Computer Telephone Integration (CTI) instantly forwards information collected by your contact portal to the contact center agent so they have a record of all IVR transactions prior to the live transfer. This saves your agents from having to extend the length of the call asking for information the customer has already provided to the automated system. CTI helps your agents conclude calls faster and more efficiently so your customers receive the level of service they expect as you keep your contact center costs under control.

Important Features of our CTI Integration include:

- Automatic data "attach and transfer" - when a customer is transferred to a live agent, their IVR-collected data is instantly sent to the contact center where decisions can be made that lead to optimal customer service
- Provides an accurate estimated wait time to the customer
- User call back requests - allows customer to request a call back time, then schedules the live agent call and forwards customer data to the contact center agent's desktop with a screen pop alert
- Tracks customer data including caller ID (ANI) and the specific number the customer dialed (DNIS)
- Increased customer service and customer satisfaction levels

#### Goal: Automate as many customers as possible

Until now, CTI was expensive and difficult to integrate, so there is no motive for vendors to give away this valuable solution. But at Contact Solutions, our business objective is maximum automation; not collecting hefty license or professional service fees. Providing CTI to our customers at no additional cost makes good business sense. We are incentivized to save our customers money by automating as many contacts as possible.



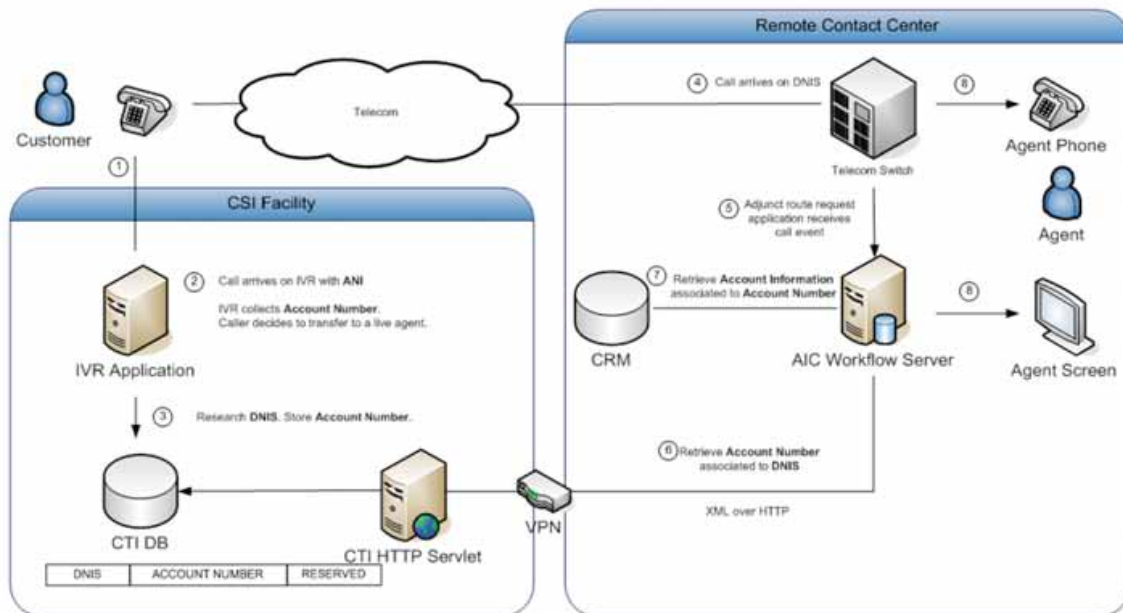
## Integrates easily at all your contact centers with no technical headaches

Because our CTI is an extension of our network-centric contact portal, it's easy both to implement and integrate our CTI at 'on' or 'off shore' contact centers. That's because our CTI data doesn't "live" in your contact center, it lives with us. Your implementation and operational costs are low because our architecture and deployment strategy is open and flexible. *There is no infrastructure to purchase; no drawn out implementation; no house resources needed for ongoing software maintenance.* Our built-in alarm notifications alert us to problems so we can proactively address and notify you. With an in-house system you would need to monitor performance yourself or risk not knowing about issues until they become major headaches.

Computer Telephony Integration (CTI) with our Outbound Campaign Manager is accomplished easily and affordably with off the shelf Cisco or Genesys software or Contact Solutions' own web services-based CTI solutions.

If you already have CTI solution or a CRM, we can interface with them and easily integrate our screen pop functionality without extensive programming or modification. If you don't have CTI, we can implement very quickly and cost effectively.

### Sample CTI Application Flow



## About Contact Solutions

Contact Solutions delivers on-demand contact automation services. The company's core business is to ensure its clients' self-service automation rates continue to increase well after the initial deployment. With its game-changing Continuous Improvement Practice and world-class hosting facilities, Contact Solutions is incentivized to continually find new contact center savings for their clients. By continuously identifying, implementing, and monitoring new contact automation opportunities, Contact Solutions consistently raises the bar on customer savings by reducing live-agent costs and stepping up the end-user experience.