

COMPUTER TELEPHONY INTEGRATION



Successfully integrating back office applications such as accounting, order tracking and customer management with your telephone system allows you to dramatically improve the service you offer your customers, and the effectiveness and efficiency of your customer-facing teams.

When calls are received, providing the caller's records are held, their details can 'pop' on the PC screen on the desktop. This means that your staff can then answer a call with a personalised greeting, offer a more efficient and personal service or even identify possible cross-selling opportunities that could result in additional revenue for your business.

Net Phone on a Tecra M5

Simplified call handling with screen popping of caller details.

Key benefits:

- » Calls are dealt with more efficiently, leading to increased customer satisfaction.
- » Customer-facing teams can address callers by name and have all their details in front of them before the call is connected, increasing customer service levels.
- » You can minimise the time spent gathering information and therefore shorten the length of the call, saving costs and increasing employee productivity.
- » Dialling, answering, transferring and placing calls on hold can all be managed on-screen for increased productivity.
- » Databases created for other purposes can be used as directories, allowing your customer-facing teams or contact centre agents to dial numbers and send instant messages directly from their PC.
- » Strata communication platforms designed to support 'third party' CTI capabilities to offer CTI to users across the entire network, without the need for a physical connection at each desktop.
- » Allows your organisation to provide a better, faster and more personal service.

Toshiba offer a range of CTI options using two main software suites; **Net Phone** and **Smart Applications**.

Net Phone

Net Phone allows the dialing, answering, transferring and placing on hold of all calls to be managed on-screen, and supports screen popping of caller details. Allowing information held in a back office database to be used as directories, and users to dial numbers directly from any windows application with a single key press, Net Phone also allows users to take call notes and send instant text messages to further enhance productivity.

- » Provides fully functioning telephony solution including log-in/out and caller information.
- » IP plug-in enables the PC/laptop to also handle voice, eliminating the need for a desk phone (G711 and G729).
- » Enhance productivity through 'hands-free' handling of outbound calls and user defined call routing.
- » See who is on the line, waiting and missed calls with real-time information.
- » Pre-written scripts provide out of the box integration with the most common CRM tools, (e.g. Microsoft Outlook®).
- » Integration with Outlook calendar allows automatic scheduling of phone status (in a meeting, etc.) which is instantly visible to other Net Phone users.
- » Easy transfer of calls with ability to include important notes on the call, viewable by the receiving party.
- » Calls can be prioritised to ensure the most important calls get answered first.
- » Shortcut keys allow outbound calls to be made quickly and easily, increasing efficiency.
- » Power Dialer allows a contact list to be imported, dialing the next number automatically once a call is completed.
- » Divert calls to voicemail during certain hours of the day, with the exception of calls from priority numbers such as important customers.
- » Instant messaging enables quick request for information or assistance and white board application to share information.
- » View and filter call history to see who has called when, and call back with a single button click.
- » Call waiting ensures that important calls are not missed.
- » Extension status allows users to see who is busy, ringing or free to take a call.

Smart Applications

Smart Phone is a powerful, fully-featured PC-based 'soft phone' that provides every employee with their own personalised productivity tool for managing their communications, and making maximum use of their time on the phone.

- » Enables outbound calls to be handled 'hands-free'.
- » Screen popping of information for specific DDIs, and manual pop with a hot key.
- » Unobtrusive screen-popping does not get in the way of applications already being used.
- » Extensive search of up to six applications allowing, for example, Sage to be checked for accounts DDI and Outlook to be checked for personal contacts.
- » Real-time call information shows who is on the line or is waiting, and any missed calls.
- » Instant messaging enables users to send a quick message to another colleague to request information or assistance, or to request a call back if that colleague is busy.
- » Absence alert shows colleagues or supervisors if an agent is away from their desk.
- » Easy-to-use address book allows individuals to search for contacts by name or number, and then connect or view detailed information at the touch of a button.
- » Call history allows users and supervisors to view recent call history, filtering by internal, external or missed calls, and allowing call backs at the click of a button.
- » Customer alerts allow potential opportunities and problems to be tagged for the attention of specific staff.
- » Call waiting ensures that valuable VIP calls are not missed.
- » Extension status shows who in the team is on a call, indicating free, busy and ringing.
- » Easy transfer of calls with optional notes, viewable by the receiver.
- » Outbound calls can be made quickly and easily via shortcut keys to increase efficiency.

Working with Smart Phone, **Smart Connect** integrates to over 100 business applications, including many common CRM systems. Enabling features such as screen popping to back office databases, Smart Connect can also utilise the connection to your contact database to create a clear and concise address book which agents can use to simply enter the contact's name and click to dial the number that is presented.

Smart Connect also allows customer information to be transferred with the call to ensure that information does not have to be repeated by the caller.