

# Computer Telephony Integration - CTI



## Companies, whatever their business or size have telephone based customer facing staff!

Customer satisfaction is good business. Providing a first-class service on the telephone is the first step in creating that satisfaction.

For customers it's often all about waiting. Waiting is the enemy. If customers wait to be answered, wait to be connected to the right person, wait for that person to find their details and then have to repeat information, it's not good service.

### What is Computer Telephony Integration?

CTI is the ability of linking and matching information on a telephone system against information on a computer system.

### How does it work?

When a call is received a telephone system is able to recognise the telephone number of the calling party, this is called the CLI.

To make use of this information, Microsoft developed software that was able to recognise the data (i.e. the CLI) and transfer it to a computer. This was further developed to enable the computer to pass data back to the telephone system, i.e. to dial from the computer. This process was named Telephony Application Programming Interface (TAPI).

## What can it do for your business?

### Know who is calling

Your staff want to know who is calling before answering the telephone. That way the most appropriate person can answer the call, knowing beforehand who they will be talking to. Customers feel valued because they are recognized.

### Show Customers Data on Screen

Being able to quickly show customers data on screen cuts down repetitive questioning and conveys a sense of competent service.

### Make Calls from Screen

Productively make calls on screen whilst having customer data to hand dramatically increases the quality of customer interaction

### Reduce Costs

Half the cost of running a telephone-based customer service is tied up in labour, 40 per cent in communications charges, and less than 10 per cent in capital equipment. Saving seconds on each call can make a big difference enabling your people to be more efficient, deliver a better service and dramatically reduce company overheads.

In any company with a high volume of incoming phone calls each day, it takes many people to handle these calls efficiently. If callers have to wait, it can increase costs to the customer and be a potential loss of business due to abandoned calls and unhappy customers.

With CTI a business can shorten the average length and duration of calls, maximize the number of talk minutes per hour and thereby reducing the required number of staff.

More customers can be called and serviced within a given time period thereby enhancing productivity and improving customer service by offering a faster more personalised service, minimising time spent gathering customer data and enabling the retention of customer data if the call is transferred to another member of staff.