

Computer Telephony Integration Software for Call Centers



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Integrated Cloud Call Center Software That Drives Improved Customer Engagement and Experience

Like a glorious sunset, the days of the traditional telephone handset are waning; both in the contact center and with consumers. Instead, customers are texting, tweeting, chatting and emailing while agents in new cloud contact centers are leveraging Computer Telephony Integration (CTI) software to interact with them on the communication channel of their choice.

Computer Telephony Integration Defined

What is Computer Telephony Integration? Computer Telephony Integration is defined* as *“any technology that allows interactions on a telephone and a computer to be integrated or coordinated. The term is predominantly used to describe desktop-based interaction for helping users be more efficient, though it can also refer to server-based functionality such as automatic call routing.”*

Okay, so what does that mean IRL for contact center leaders and their agents?

In a nutshell, it means that agents can answer and manage customers entirely on a workstation, meaning all essential agent functions such as call control, voice and user data and more are now accessible on a desktop or laptop computer.

By integrating the two systems contact center agents gain more immediate information about an inbound contact, they can respond faster, route customers more effectively and generally be in a better position to provide an improved customer engagement with better first call resolution scores.



Now that traditional data and more sophisticated interactions are now enabled via Computer Telephony Integration here are some of the applications supervisors and agents are using today:

Essential phone call controls

Agents can quickly access call control capabilities like answer, hang up, hold and conference as well as features such as DND and call forwarding.

Automated screen pop

Agents can see the call information display and, depending on their business applications and CRM, also obtain and validate the caller's details. This enables agents to be better prepared for the incoming call saving time and helping to build rapport.

Call and customer data transfers

In addition to easily transferring a call to another agent or supervisor the customer's data can also be shared internally in the system. This helps to avoid the frustrations of contacts needing to repeat information over and over again along with making important account details available to quickly bring others up to speed.

Identify and share agent states

Users can easily update their current status and availability (Available, Busy, Break etc.).

Advanced Call Routing

Database rules such as skills-based routing and IVR can be automatically applied using advanced rules allowing for speedier resolutions.

Improved Business / Call Center Intelligence

CTI software, by its very nature, creates tremendous amounts of data. Good contact center software solution providers will have tools that can turn this data into actionable business intelligence both as aggregate dashboards as well as with individual consumer profiles.

Supervisor coaching

Agents and supervisors are able to work together leveraging features like call whisper and barging. These valuable capabilities not only help improve first call resolution and other [call center key performance indicators](#), they provide excellent coaching and mentoring opportunities.



Your contact center is the lifeblood of the enterprise and anything you can do to improve your agent's results and customer experience is a major win for the business. In today's highly competitive environment, if you're not leveraging technologies like Computer Telephony Integration / CTI, and features like omnichannel, workforce management and advanced business intelligence you're falling behind. Contact Evolve IP today to learn more about our [Gartner Magic Quadrant](#)-noted cloud contact center as a service.

Why Evolve IP Cloud Contact Center:

Evolve IP's contact center provides all of the features you need to run a world-class contact center and since it's delivered in the cloud you won't have to play catch-up when new technologies emerge. Born in

the cloud, our award-winning solution was built with Computer Telephony Integration in place from the beginning.

Our [analyst-acclaimed](#) solutions integrate with the applications you already use making deployment simple, and we build custom solutions that make your team more effective. Most importantly, our strategies are delivered by contact center specialists, who understand your concerns, have been in your shoes and will design the optimal solution that meets your organization's unique needs.

*Source Wikipedia