



# Sentel CTI

an on-demand CRM solution  
to manage customer relationships

## Computer Telephony Integration:

Our software collects information in real time from the telephone system and connecting with your CRM solution provides instant pops for better and informed call control.

## What are smarter businesses doing?

- Personally greet all callers, helping you to deliver a superior customer service.
- Maximise your customer engagement
- Seamless customer interaction
- CTI for better and informed onscreen call control
- Personalise your customer service for better customer contact

## Benefits of CTI

### Reduce Costs

Call handling time is reduced because you have the caller's details to hand and don't need to ask for them again. This can help drive towards a first call resolution for every customer.

### Increase Sales

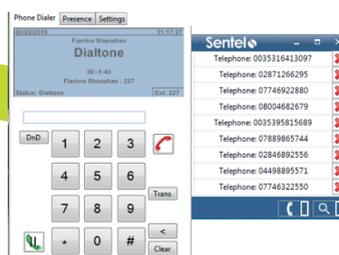
Calls can be made automatically from your database or application, speeding up connection and avoiding mis-dialing. Call handlers are reminded by screen pops to discuss special promotions or discounts with a script on display too.

### Improve Productivity

Automatically open your application or database and enter important notes without losing valuable seconds delivering an improvement on operations.

### Improve Service

By knowing who the caller is before answering the call you can offer a more personalised service leading to greater customer loyalty.



# ROI

£ £

1. Save 30 seconds per call
2. Agent takes 100 calls a day
3. 15 agents x £10 per hour
4. Save 50 minutes per agent x 15 x 10



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Savings:  
£125 per day  
£2500 per month

Our software easily integrates with all existing CRM systems such as Microsoft Dynamics, SAGE and Salesforce. It's easy to use and it integrates with our call management software so that all the elements are connected, giving a complete view.

This is a low cost solution for any business looking to improve the service it provides to its clients. Our product has helped to transform the business landscape by allowing SMEs to compete with much larger organisations without the need for large scale investment.

## Preview Caller

See who's calling before answering so your greeting can be more personal. Automatically seeing key details about the customer, such as notes from previous conversations or order history, means your staff can offer a more personalized service.

## Screen Pop

Open and display a customer's database record ready for review or input. Agents can immediately meet the Customer's needs and facilitate a better overall experience.

## Call Handling

Answer and transfer calls efficiently using your screen and keyboard. There are fewer screens to navigate, so agents can navigate faster.

## Add Notes

Add important notes to a customer record during the conversation.