



CTI Connect

CTI INTEGRATION AND OPTIMIZATION SOFTWARE

PRODUCT SHEET

Enghouse Interactive CTI Connect is a standards-based CTI software solution that allows application developers and systems integrators to create voice self-service, contact center and unified communications solutions for IP and TDM networks at dramatically lower cost by providing out-of-the-box integration with all major communications systems.

The Industry's Leading CTI Software

Some of the world's largest organizations use CTI Connect to develop solutions and add CTI capabilities, such as intelligent routing, screen pops, and monitoring functions, to their contact center applications. In fact, CTI Connect is utilized by more than 1 million contact center agents worldwide.

Connects with All Leading PBXs/ACDs

Developers and systems integrators choose CTI Connect as their CTI software because it reduces the development time, cost and complexity of building CTI applications. CTI Connect eliminates many of the costs associated with proprietary CTI products by leveraging industry standards to link corporate data networks with IP and TDM phone networks. In addition, CTI Connect is fully compatible with many PBXs/ACDs from leading providers such as Avaya, Cisco, Alcatel, Microsoft, and Siemens, allowing you to leverage a single integration with CTI Connect to make your application compatible with all of the PBXs/ACDs that CTI Connect supports. Plus, the capabilities of CTI Connect can be accessed through multiple APIs so you can choose the API that best matches the skills of your development team or your corporate IT architecture.

Benefits

- Dramatically lowers the cost of computer telephony integration
- Out-of-the-box integration with all major CRM and PBX systems
- Skills based routing provides improved first call resolution rates
- Screen-pop and caller identification reduces call times
- Click-to-dial improves efficiency and eliminates calling errors
- Provide a personalized and knowledgeable service to customers
- Easily identify opportunities to up-sell and cross-sell based on interaction history
- Leverage investment in existing contact center platforms
- Migrate quickly and cost effectively to Microsoft Lync

Optimizing Contact Center Efficiency and Personalizing the Customer Experience

CTI Connect enables you to add CTI applications such as:

- Intelligent Routing – Leverage telephone network information, such as ANI and DNIS, and data entered at the IVR to route the call to the proper geographical location or to the best qualified agent, eliminating unnecessary transfers and resulting in increased first call resolution rates.
- Screen Pop – Instantly retrieve customer data from your CRM system or enterprise database and display it on the agent's screen when they receive the call. Screen pops shorten call time by 20 seconds or more and enable agents to up-sell and cross-sell products and services.
- Click-to-Dial – Using CTI Connect you can develop applications that optimize your organization's workflow. Outbound dialing applications that enable agents to make calls with a single mouse click from a computer save time and are more accurate. Organizations making a high volume of outbound phone calls can realize significant savings by reducing time lost to mis-dialed numbers.
- Reporting – Using CTI Connect with the Call Information Manager enables generation of call reports, such as a report for abandoned calls.

Any Contact Center, Any PBX

As CTI Connect supports most leading platforms, organizations can easily migrate or extend their existing contact center onto other PBX's. This represents huge cost savings for organizations with multi-vendor switch environments as they can use one contact center solution across all their PBX estate.

Lync Enable Your Contact Center

Many organizations large and small are migrating to Microsoft Lync to provide telephony functionality to the desktop. Lync offers some compelling cost savings, but organizations looking to evaluate Lync for their contact center operations need to balance these savings against the cost of purchasing, training and deploying a new contact center solution, or the administrative headache of running 2 separate contact centers – one for their existing PBX and one for Lync.

Whether you are evaluating just a few agents or planning a full migration, CTI Connect seamlessly integrates your existing contact center technology with Lync, so you can fully leverage all of your investments:

- Enables existing third party call center CTI applications to have direct access to the Microsoft Lync platform
- Minimal programming changes to the original application
- Faster time to market
- CTI Connect uses UCMA to connect into Lync using Microsoft's native APIs.
- UCMA 3 has 1st party call control. CTI Connect emulates third party call control, meaning that your existing application can transfer and conference calls on Lync the same as with traditional PBXs

Choose the API That Suits Your Needs

- C/C++
- C# .Net
- Java
- Web services
- ActiveX
- Open management API - on all supported client systems for creating management and monitoring applications

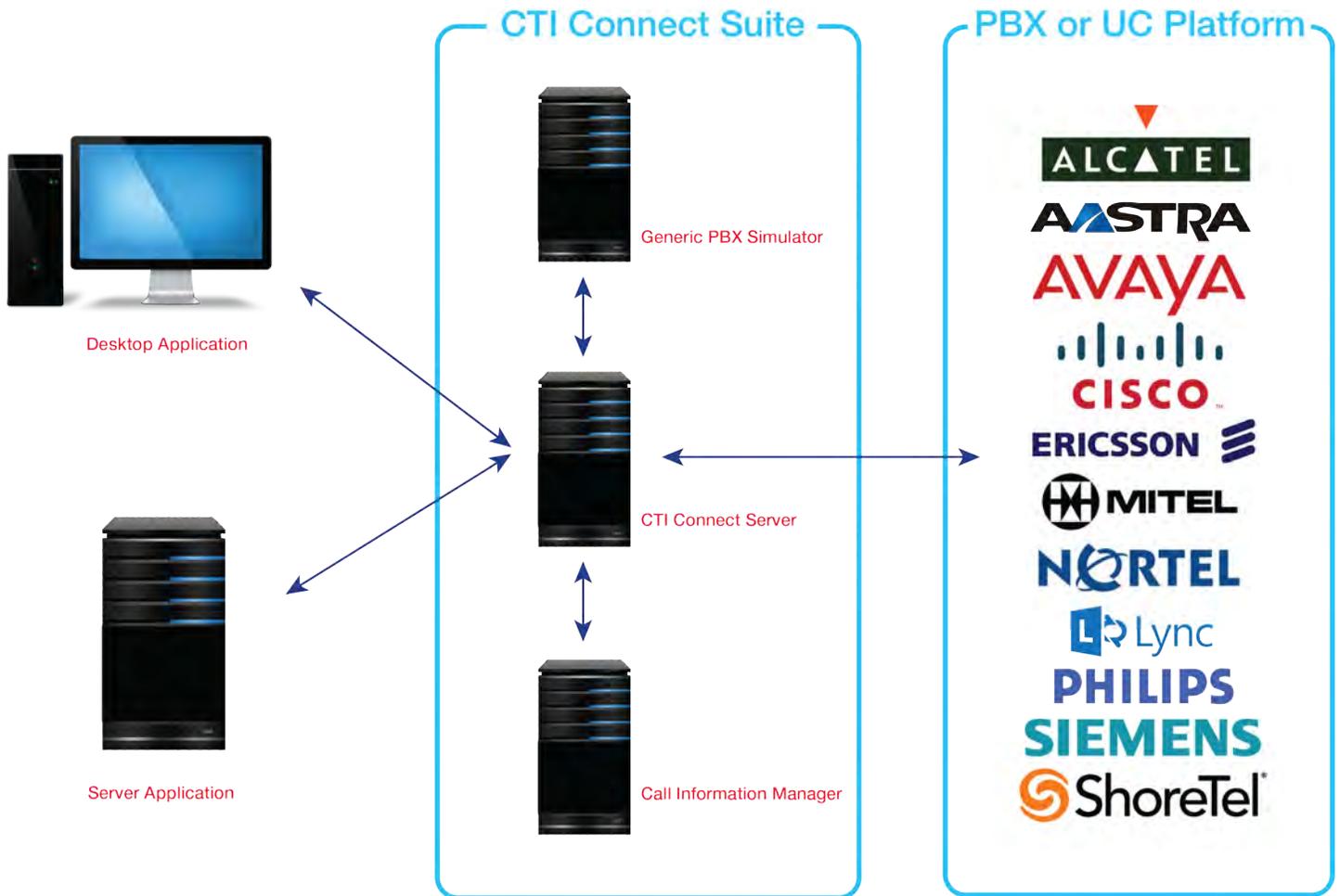
License Options

Full Call Control - CTI Connect provides call control and monitoring for telephony devices (phones, route points, queues, etc.)

- Monitor-Only – monitor telephone resources and receive information about calls
- Monitor Plus - monitor telephone resources and support for single step conferencing
- Call Information Manager – module used to store and transport call information in addition to the switch supported data element. Also allows transport of call data between different telephone switches/sites.

Switch Support

Contact your Enghouse Interactive representative for information about which switches, PBXs, and ACDs are supported by CTI Connect, or [click here](#).



“CTI Connect allows us to easily incorporate sophisticated CTI functionality into our contact center offerings, helping enterprises to increase customer satisfaction, agent productivity and revenue opportunities.”

Theresa Vanlaeken, Product Manager Customer Experience
CINCOM SYSTEMS

Why Choose Enhouse Interactive?

With over 25 years experience developing solutions that consistently exceed the expectations of our customers and partners, Enhouse Interactive has an enviable pedigree.

Enhouse Interactive develops and supplies the widest range of customer contact solutions on the market. Through our extensive network of reseller partners, we are helping thousands of organizations of all sizes, industries, and complexity across the world to improve their service, productivity, and operational efficiency.

Enhouse Interactive's integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimization. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor.

Our solutions scale from a single site call reception console to multi-tenanted, multi-media contact centers with users in excess of 10,000. We have more than 1 million agent seats handling over 1 billion interactions through our systems daily – making Enhouse Interactive one of the biggest providers of customer contact solutions in the world.

About Enhouse Interactive

Enhouse Interactive is the union of products and expertise from leading solution providers including: Andtek, Arc Solutions, CosmoCom, Datapulse, IT Sonix, Safeharbor, Syntellect, Telrex, Trio, and Zeacom. Now a single, global organization, Enhouse Interactive delivers flexible and scalable solutions that will meet a company's communications needs across their organization, including: global communications management, contact center solutions, attendant consoles, IVR or self-service solutions and call recording and quality management tools.



Learn more at www.enhouseinteractive.com

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