

Optimizing Performance:

Integrating Q-Suite CTI into your Application for enabling Call Center telephony

No two call centers are exactly alike, but they all share a common need: to achieve the flexibility to respond to changing client demands while keeping a sharp eye on the bottom line. The rapid growth in communication technologies over the last few years has presented call centers with an unprecedented opportunity to support complex customer interactions. Independent applications, tailored to manage the business process of customer interactions, have an increasingly important role in daily call center operations and are used extensively to perform crucial duties that significantly improve productivity. However, since such applications tend to operate independently of the call center software, many are asking the prevalent question: "how do we setup a flexible contact center technology platform to optimally integrate these custom applications and tailored Customer Resource Management (CRM) systems?"

This paper will explore the need to achieve this level of flexibility and will define the essential requirements needed to efficiently support integrations to CRM and custom applications. It will outline the benefits of employing software capable of delivering these optimizing features. It will also introduce Q-Suite, a next-generation call center software for Asterisk, which is capable of providing tight integrations to your CRM and custom application, thereby optimizing performance, delivering agility, and positioning you for success in a competitive market.

Customer Interaction: Optimizing for Agents

Optimizing how agents interact with the customer is an important ingredient for efficiency. Therefore, the first thing call centers need is the ability to script the interaction to ensure it

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follows the optimal business process. “The Script” is a common component provided by most call centers to their agents. For both inbound and outbound operations, the need to provide direction and flexibility to the Agent to build quality customer interactions remains high on the list of priorities.

The primary function of this interface is to enable the Agent to perform the full realm of their duties from a single interface, and to do it in a timely fashion that provides the Agent and customer with the confidence that comes from a positive interaction. This will allow the Agent to focus fully on providing a superior customer experience each and every time.

A high quality Agent interface delivers more than just scripted text. For example, Knowledge Management (KM) comprises a range of strategies and practices used in an organization to identify, represent, create, distribute, and enable adoption of insights and



experiences, and is proven to assist Agents in their handling of the customer interaction within a call center. As such, the call center software must deliver the ability to translate KM into usable scripts using a Script Builder. It is essential that the Script Builder be capable of developing scripts that can incorporate KM in order to handle increasingly complex and diverse interactions.

Web Enabled CRM and Custom Application

Many mature business verticals have well developed CRM or Custom Applications that hold the KM. When such businesses add or upgrade their contact center, it is imperative that the CRM and the call center software work together in a way that enables the agent to handle customer interactions without navigating from window to window when collecting the required information for both systems.

CRM and custom applications should be Web enabled and capable of accepting command line parameters. This will allow for easy integration into the script, provided the scripting tool of the call center software is capable of displaying an opened web page based on appropriate customer data. Such an integration allows the agent to work efficiently from one screen. This can be achieved within the Q-Suite Script Builder.

Computer Telephony Integration (API)

If a highly evolved application to handle customer interaction is utilized, Q-Suite ACD can work under the hood, enabling vertical businesses to embed Q-Suite ACD into its mature business domain. Q-Suite comes with a sophisticated API to allow Computer Telephony Interface (CTI) interaction using .NET and socket interface, as well as an XML interface for database interaction. This creates an opportunity for business systems with legacy telephony to incorporate CTI and embed Q-Suite ACD into their evolved business domain.

CTI Interface

- Socket and .NET API library
- XML library for Database

Integrating CTI (Computer Telephony Interface)

If the custom application is driving the customer interaction, it is possible to embed the CTI into the custom application. Here the custom application dictates the course of the customer interaction with the CTI confined to the telephony aspects of the call handling. This is generally a larger undertaking than incorporating a Web enabled application. Indosoft provides the library and sample source code as well as detailed technical help for your CTI integration.

Conclusion

Customers are increasingly demanding improved service with real-time resolutions of their problems and immediate answers to their questions. As such, it becomes imperative to provide agents with all the tools necessary to successfully manage each and every customer contact. Uniting the agent duties within a single interface remains one of the single most important steps in optimizing any call center's performance.



Furthermore, a recognized reason for providing these tools is their proven ability to reduce the high costs associated with agent turnover. It is expensive to continually hire and train new agents, as well as potentially damaging to a company's brand, as newer agents tend to be less prepared when interacting directly with customers.

A Final Word

The paradigm shift in technology has opened an unprecedented opportunity to enhance your call center platform, lower your cost and provide much more functionality. There has been never such an opportunity to compete and grow with industry leaders. In order to take full advantage of what cutting edge technology can deliver, a close analysis of Asterisk and Q-Suite should remain central to your search for a next-generation contact center technology platform.

There are a number of resources to help you learn about the benefits of Asterisk. In addition to the reference materials available at www.indosoft.com, you can find valuable information here:

Asterisk Website
www.asterisk.org

Commercial Asterisk Support
www.digium.com

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About Indosoft

Indosoft is a global provider of call center software for Asterisk. It has been providing call center solutions to medium and large contact centers around the world for over nine years. It also licenses its ACD for Asterisk with .NET and socket library to enterprises utilizing Asterisk in their product line. Indosoft has been making available Q-Suite ACD for private label contact center technology solutions.

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