

# intelli-CTi



## *intelli-CTi™ for Sage CRM enhances profitability through increased productivity and customer satisfaction.*

Where the phone system and Sage CRM are not integrated, productivity is limited by having to manually dial numbers or retrieve caller information only after the caller has identified themselves. You will also have an incomplete picture of the effectiveness of your telephony activity. This can diminish your customers' perceptions of your business and impact your bottom line.

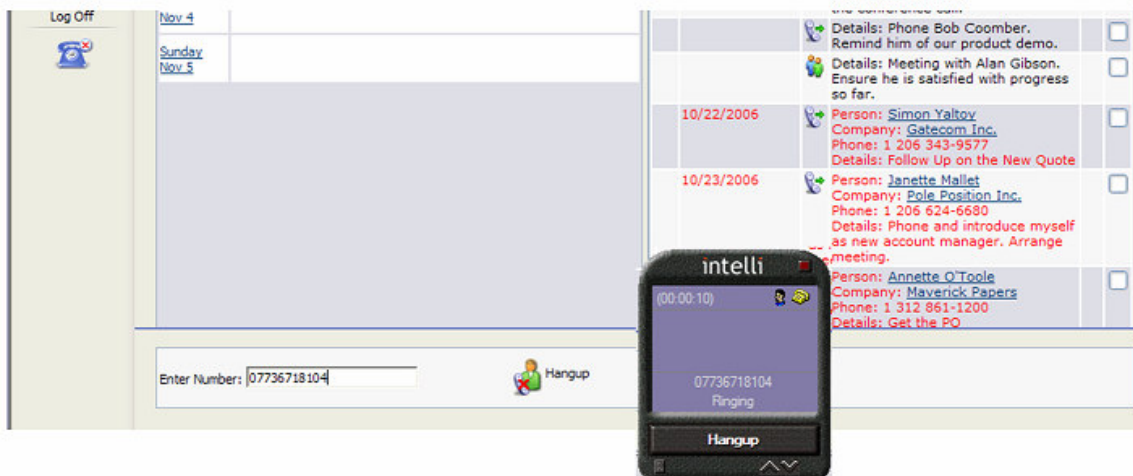
intelli-CTi for Sage CRM extends the capabilities of your Sage CRM system by improving the productivity of your organisation. You can dial from within Sage CRM with one click or identify a caller and view their contact record before you answer the phone.

Whether you are building solutions for call centres, support desks or customer database systems, intelli-CTi enables an increase in your productivity and efficiency that helps to enhance your bottom line profitability.

### **Benefits of intelli-CTi for Sage CRM**

- **Improved customer service levels** by identifying the caller and having their details instantly available even before you answer.
- **Increased staff productivity** by allowing you to handle more incoming calls and increasing the speed and efficiency of outbound calling.
- **Increased business productivity** through call statistics that provide powerful business data for management reporting on agent performance, call ratios, rapid real-time reporting throughout the day and daily call summaries.
- **Increased return on marketing investment** by identifying calls associated to marketing campaigns, enabling effective marketing campaign evaluation and management.
- **Reduces costs** through reduced call time and the ability to answer calls more efficiently and quickly, meaning increased productivity and lower overheads.

*You can manage calls from within Sage CRM or in intelli-CTi for Sage CRM*



intelli-CTi for Sage CRM significantly enhances the reach and value of your CRM investment by connecting you even more closely to your customers. It means you can:

- Enable incoming calls to instantly activate your database.
- Enable screen popping of relevant information when you make or receive a call
- Increase the speed and accuracy of outbound calling by enabling direct call handling from within Sage CRM applications.
- Log missed calls for call backs to ensure you never miss a potential customer.
- Use SoftPhone features which enable on-screen dialling, on touch telephony, favourite number dialling,
- Customisable user preferences and LCD style displays providing visual feedback of call status.

- Extend the value of your phone system and SalesLogix investments with VOIP and integrated voice response (IVR) compatibility

### ***Flexibility for now and the future ...***

One key issue is future proofing. Intelli-CTi has been designed to be open and flexible so as to remove the need to re-engineer the integration should the environment change i.e. the phone system is upgraded.

To find out more and to request a product evaluation, contact your Sage CRM partner for more information.

