

intelli-CTi FOR SALESLOGIX



intelli-CTi™ for SalesLogix enhances profitability through increased productivity and customer satisfaction.

Where the phone system and SalesLogix are not integrated, productivity is limited by having to manually dial numbers, enter written notes into SalesLogix after a call is wrapped up 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 SalesLogix extends the capabilities of your SalesLogix system by enabling telephony data capture for contacts and accounts and improving the productivity and measurement of your organisation. You can dial from within SalesLogix 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 SalesLogix

- **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.

Call Ratios		Call Timings	
Call Types		Call Times	
Inbound Calls	14	Average Call Length	00:00:40
Outbound Calls	12	Average Wrapup Time	00:00:39
Call Results		Total Call Time	00:17:30
Established Calls (Inbound/Outbound)	19	Most Active Call Time (User)	Lee Hogan
Unanswered Calls (Outbound)	7	Shortest Call	
Missed Calls (Inbound)	0	User	Lee Hogan
Busy Calls (Outbound)	0	Call Duration	00:00:00
Invalid Numbers (Outbound)	0	Longest Call	
Total Calls	26	User	Lee Hogan
		Call Duration	00:04:46

intelli-CTi for SalesLogix logs call statistics to provide powerful business intelligence and management reporting.

Be connected. Be connected. Be connected. Be connected. Be connected

intelli CTI - Incoming Call Notification

Account: Abbott Ltd. Main: [312] 555-7854 Type: Customer
Division: Subsidiary Fax: [312] 555-7545 Sub-Type: Type A

intelli CTI™
3125557854
DDI: Relating to:

Related Account/Many Possible Contacts

Contact Name	Title	Department	City
Abbott, John	President	Administration	Chicago
Balbo, Lou	VP of Sales	Sales	Chicago
Drew, Dean	VP of Cust Service	Customer Service	Chicago
Velazquez, Mike	VP of Finance	Finance	Chicago
Zessner, Louise	CIO	MIS	Chicago

intelli
(00:00:42)
Abbott Ltd.
(Multiple Contacts)
3125557854
Ringing (Incoming)
Answer

Identify a caller from data retrieved by SalesLogix and go directly to their record.

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

- Enable the quick retrieval of contact and account data in SalesLogix when a call is received so you can deliver the best customer services.
 - Associate calls to marketing campaigns to enable more accurate measurement of campaigns.
 - Increase productivity by improving the speed and accuracy of outbound calling with one-click dialling from within SalesLogix.
 - Capture and manage multiple telephone numbers for contacts and accounts in SalesLogix.
 - Record calls statistics and associated opportunity data to improve your business intelligence reporting.
 - Handle suppressed numbers so you comply with the Data Protection Act and Telephone Preference Service.
- Use SoftPhone features which enable on-screen dialling, favourite number dialling, customisable user preferences and LCD style displays which provide visual feedback of call status.
 - Connect to your CTI-enabled phone systems through intelli-CTi's open CTI driver architecture supporting standard TAPI, CSTA and TSAPI standard telephony interfaces.
 - Compatible with Voice Over IP (VOIP) phone systems, and most Citrix environments.

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 Saleslogix partner for more information.

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