Benefits Of Computer Telephony Integration
Summary

When any lead generation or customer service person has an interaction with a customer, they are always going to be highly scrutinized.

Computer Telephony Integration (CTI) is a tool enabling employees to enhance their output with time talking sales and making those conversations increasingly personal.

Index

What is Computer Telephony Integration? 03
Basic Functions of Computer Telephony Integration 04
Benefits of Computer Telephony Integration 05
Warm Leads With CTI 06
Cold Leads with CTI 07
Management From CTI 08
Barriers of Implementing CTI 09
CTI Is The Future, Are You Ready? 10
What Is Computer Telephony Integration?

CTI is a technology that coordinates interactions on both telephones and computers, with the goal of increasing the overall efficiency for users.
The benefits of CTI are considerable, and they all stem from being able to place a call from a computer rather than a phone.

CTI tools will continue to develop as more problems are identified and addressed. The following functions can be found in the majority of CTI applications:

- The ability to identify and route incoming calls
- All calls are logged and recorded in databases for quality assurance and compliance
- Screen pop-ups with information about the caller
- Click-to-dial and auto-dial functions from the computer
- KPI's updated in real time for average call time, first-call success rate, and drop-call rates
Benefits Of Computer Telephony Integration

The main goal of CTI is to increase selling time and conversions. Sales agents can utilize both of these metrics for both cold and warm leads. Management benefits from CTI as well; all data is maintained in one system.
Warm Leads With CTI

When an incoming call comes in from an existing lead, the more information that’s visible, the better the subsequent call routing can be processed. When an available agent has chatted with a prospect before, the history between the two is intangible but allows them to skip over details that have already been discussed on initial calls.

This will reduce costs in the long run. Fewer people need to speak with the client on each call, allowing them to contact more leads. On the other end, when you are skipping over details covered previously, you aren’t wasting time double dipping without learning anything new about the potential client. This inevitably leads to higher conversion and less frustrated leads.

A call with context is also much more personable when you’re following up a lead. Rather than attempting to figure out where the lead is in the process, you just click, and all the lead’s information is available. You can get straight into the sale.

With incoming calls, not everyone will want to talk to an agent. With a zero touch self-service option, both cold and warm customers can help themselves. Depending on which options the caller chooses, he or she will be a lot closer to getting their issue addressed — despite having to chat to an agent to get this done.

When speaking to a lead/customer, getting names and other vital details correct the first time is important. When dealing with one CRM, you only need to enter the lead’s details once — thereby removing manual data entry.
Benefits Of Computer Telephony Integration

Cold Leads With CTI

With an incoming call from a cold lead, being able to route the call instantly to a team member best suited to warming the lead is both a sensible and profitable strategy. Allowing team members to specialize in one aspect of lead generation maximizes conversions rather than switching between warm and cold leads regularly. Of course, agents can still accept calls from either when there’s downtime.

One of a customer’s biggest pet peeves when it comes to customer service is having to repeat their personal information and initial query every time a call is transferred to a new team member. With CTI, the customer’s information is entered straight into the database and synced to all team members. This allows a smooth transition right away — no 24-hour delay for system updates!

By calling people with the click of the mouse, the chances of a misdial are completely removed. Removing this as a variable in the customer service or sales equation allows more time to be productively spent speaking with clients and prospects. If a call goes through to voicemail, rather than leaving an awkward message that might not sound sufficiently inviting, a CTI can automatically drop a recorded message after the beep. The agent can thus get onto contacting the next lead sooner.

When collecting details of new leads, being able to stay within a single software environment makes the process faster. More time can be spent on generating leads. The risk of data loss is reduced too. When data needs to be recorded across several programs, a couple of things can go wrong. An application may not work properly, meaning that the data needs to written manually. Hopefully, the agent remembers to update things later — or some data may be forgotten during the collection phase, making an awkward follow-up phone call inevitable so that the gaps can be filled.

Furthermore, a CTI can be set up to automatically call the next number on the list rather than the agent having to click each subsequent call. This takes time-saving to the next level!

For many people, answering unknown calls is something they’d rather avoid. With a CTI it’s possible to use a local caller ID to match the area the cold lead is from. This helps pick-up rates and creates even more selling time.
A CTI allows your CRM to be organized on one dashboard. Previously, meetings between team leaders and management had to be conducted in person, with data collected from various sources that then needed to be interpreted. When everything happens on one CRM, it’s much easier to see the bigger picture and diagnose any problem areas. The data tends to be a lot more accurate as well, as any tracking bugs will likely affect other numbers and quickly become obvious.

Setting goals becomes easier when all historical data is visible under one umbrella. Key Performance Indicators can be updated in real time — thus allowing goals to be adjusted on the fly.

CTI makes on-the-job training easier. Voice and video call conferencing within a team is a much simpler process, and there’s no need to worry about bad connections when all the software is based on one platform. Management can listen in on calls so they can assist agents-in-training either by using whisper-coaching or call-barging. Team members who are having trouble on certain calls feel more empowered when they have CTI capabilities as well.

A manager joining in on a call can ease a tricky situation and help the associated team member learn faster. From a management perspective, areas of training that should be improved are much easier to identify in this way.

Studies indicate that most sales don’t happen during the first few points of contact. While different studies have different results, it’s been shown that — on average — it takes over five points of contact for the majority of sales to happen. A CTI can show exactly how many times a lead has been contacted. When the data is considered holistically, bottlenecks can be identified.
Benefits Of Computer Telephony Integration

There are so many benefits to a CTI solution that implementing it is something of a no-brainer. There’s no need to rush into it, however. If a business’ lead and sales team suddenly get confronted with major change, they may react negatively, and this can make timeous implementation much harder.

The team will need to be drawn into the changeover process, given a say in the major changes, and how team dynamics might evolve as a result of this change.

There are a couple of other possible barriers that will need to be considered too:

**High Setup Costs**

Depending on the age of the current system, the whole suite of integrated technology may need to be upgraded. Add in the hiring of consultants, education and training of staff, as well as possible efficiency loss during the transition, and costs can become consequential.

**Ongoing Maintenance**

With an all-in-one solution, you need specialists who can fix any bugs and errors as soon as it is possible for them to do so. Constant upgrades and detailed customization of the software will need to take place, generally during quieter periods — which could mean paying staff outside normal working hours. The fact is, new employees will likely need to be hired to manage the new software.

**Your Business Is Too Small To Really Benefit**

When a business has only a handful of employees who talk to each other on a daily basis, the benefits must be considered carefully given the high setup maintenance costs. If cash flow is a problem, waiting is a wiser idea as the costs of CTI implementation are likely to become more affordable over time.
Nevertheless, the benefits of implementing CTI into your sales and marketing environment are pretty obvious; the functions are all designed to increase conversion rates or to create more time for the team to have meaningful (sales) conversations.

When there are more sales calls and all of them have an improved conversion rate, revenue will grow.

Many companies are already making use of software solutions that have various functions of CTI incorporated into them. The big issue is that there has never been a one-size-fits-all solution that still can be updated and integrate new ideas that come onto the market. There are now several such software solutions available, and all can be tweaked to suit your business needs.

So when is your company going to make CTI a priority?
SCHEDULE A CALL WITH TENFOLD TO DISCUSS WHAT KIND OF RESULTS YOU COULD EXPECT BY INSTALLING A CTI SOLUTION.

SCHEDULE A CALL

QUESTIONS?
512-770-9102