

## Enabling your business application to integrate with practically any telephone system

### Did you know..?

**20 seconds** can be saved on every incoming call - save an average **135 hours per week** just by implementing CTI Software!\*

\*Based on an average 100 agent call centre handling 50 calls per agent

**10% of outgoing calls are misdialed** - CTI dials with a mouse click, eradicating error.

**The main annoyance** for customers is **getting passed round in an IVR** - CTI call routing delivers the call to the right agent first time, every time.

### Imagine knowing all this...

- Full name, company, address and location
- Call history and sales history
- Reason for call/logged faults
- What language to use

...before taking the call!

### What is netCONNECT?

**netCONNECT** is a powerful tool for your business application, making it 'CTI enabled'. In more simple terms it means that your telephone system can be integrated to your business application seamlessly, giving all whole hosts of benefits. This could be popping a contact record when the incoming call arrives or dialling a number directly from the business application itself.

**CTI** (Computer Telephony Integration) is a way to use handset features straight from your desktop pc or laptop. With **netCONNECT** we can connect to your business application and glue them together, allowing the telephone, PC and business application to work together like never before.

**netCONNECT** enables you to streamline how your teams work, creating a faster, and more personal service. All this can save seconds on each call and can dramatically reduce company overheads.

**Increase of Revenue** – when **netCONNECT** is used, the incoming call times are greatly reduced. The caller will be directed to the correct person first time, and because the user will have the customers details popped on screen they are ready to take the call instantly.

**Reduce company overheads** – with staff being able to cut call times, they will have more time to do other important tasks. Even give the ability to use staff in other departments and roles.

**Save seconds per call** – on average the DTI says CTI can save 40 seconds per call. For 100 calls a day, that is over 1 hour. If you had 16 staff then you have over 16 hours saved. That's more than 2 people per day!

**Greatly improve waiting times** - with staff given the opportunity to do their jobs faster and more efficiently, customers waiting times will be greatly reduced. In the real world, customers care about **waiting**, and waiting is the **enemy!**

**Knowing the caller before answering** – when an incoming call reaches the building, imagine immediately knowing who that person is, and being able to answer the call with the person's name and company details. Even to answer with the correct customer ID, or postcode, or supplier name.

**Make calls on directly on screen** – a great aspect of **netCONNECT** is that it allows you to take control of your handset from your PC. This means you can outbound dial directly from your business application or keyboard. No more manual dialling or miss-dials.

Make your database work for you, not just alongside you.  
Discover the real power of unified communications.

## How does it work?

**netCONNECT** is a small server application that is deployed on site or in the cloud. It handles the connection to the telephone system and the integration to the database. When a call arrives it gives the ability to pop open the business application

## Capabilities

**netCONNECT** permits any application to be enhanced with call control, communication tracking, intuitive user efficient interfaces and many more levels of functionality

## Technology

**netCONNECT** is built on a Service Orientated Architecture that permits it to be scalable and resilient across machine and network boundaries. It is also designed to enable an application to connect to multiple telephone systems concurrently across multiple sites.

## What Telephone Systems?

The range of telephone systems that **netCONNECT** can handle is ever growing:

|                                |                             |
|--------------------------------|-----------------------------|
| Alcatel OmniPCX (OXO)          | Panasonic KXTDNEC           |
| Aastra (OIP)                   | XN120                       |
| Avaya IP Office                | Panasonic KXTDA             |
| Avaya Index                    | Panasonic KXTDE             |
| Avaya Comm. Manager (Definity) | Panasonic NCP               |
| Cisco Call Manager             | Samsung Compact 2           |
| Cisco Call Manager Express     | Samsung DCS                 |
| Intertel Axxess                | Samsung OfficeServ          |
| LG LDK                         | Siemens Hicom               |
| Mitel 3300                     | Siemens Hipath              |
| NEC Aspire                     | Siemens Open Office (HOOME) |
| NEC DXE                        | Telrad                      |
| Nortel BCM                     | Toshiba CTX, CITX           |
| Nortel Norstar                 | Versatility (BT)            |
| Nortel Meridian                |                             |

This list is not exhaustive, these are merely the trialled and tested switches. If you have a CTI enabled switch that is not on the list please contact Britannic directly.

## What Business Applications?

**netCONNECT** can currently support the following list of business applications. We can manage bespoke databases, and these are tackled by our **netCONNECT** software:

|                        |                   |
|------------------------|-------------------|
| ACT! by Sage           | Microsoft Outlook |
| Bond Adapt v12         | NetSuite          |
| GoldMine               | Sage CRM          |
| Lotus Notes            | Salesforce CRM    |
| Maximizer              | Sugar CRM         |
| Microsoft Access       | SuperOffice       |
| Microsoft Dynamics CRM |                   |

This list is not exhaustive, Britannic can undergo custom integrations with other bespoke business systems. Please contact Britannic directly for more information.

*“The ability to integrate telephony with the rest of our business systems and the CTI software that Britannic have developed for us has been critical to the growth of our company.”*

**IT Director, Trailfinders**

## Summary

Britannic Technologies have over 25 years of Telephony and CTI experience and provide full developer and end-user installation and maintenance support. **netCONNECT** is introduced to be the simplest, most powerful approach to CTI available.