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Rules for Quick, Easy and Budget-friendly Telephony-CRM Integration

Your guide to minimizing implementation time, total cost of ownership and risk of investment when selecting a computer-telephony integration (CTI) solution.



Today's contact center agents need to communicate effectively with each other and customers across multiple channels – all while trying to meet increasing standards for call quality and efficiency. But unifying disparate and seemingly incompatible technology platforms is no easy task. In fact, when asked how significantly it impacted their contact center, respondents of Call Center IQ's 2014 survey rated the need to better integrate technology as a 3.6/5.

Fortunately, innovative software companies have responded to this market need with computer-telephony integration (CTI) platforms that make it easy to unify telephony systems like Cisco, Avaya, and Asterisk with your customer relationship management (CRM) platform. But beware: not all CTI solutions are created equal. Minimize the risk of your investment by following these three rules in selecting a telephony-CRM integration solution.

1

Reduce implementation time by avoiding custom coding.

CTI requires the successful incorporation of your CRM's and telephony system's APIs. Traditionally, neither of these platforms has included the application software needed for API connection. This has led many contact centers to work with custom developers and systems integrators to design costly, time-consuming integration solutions that often require 3-4 months or more to get up and running.

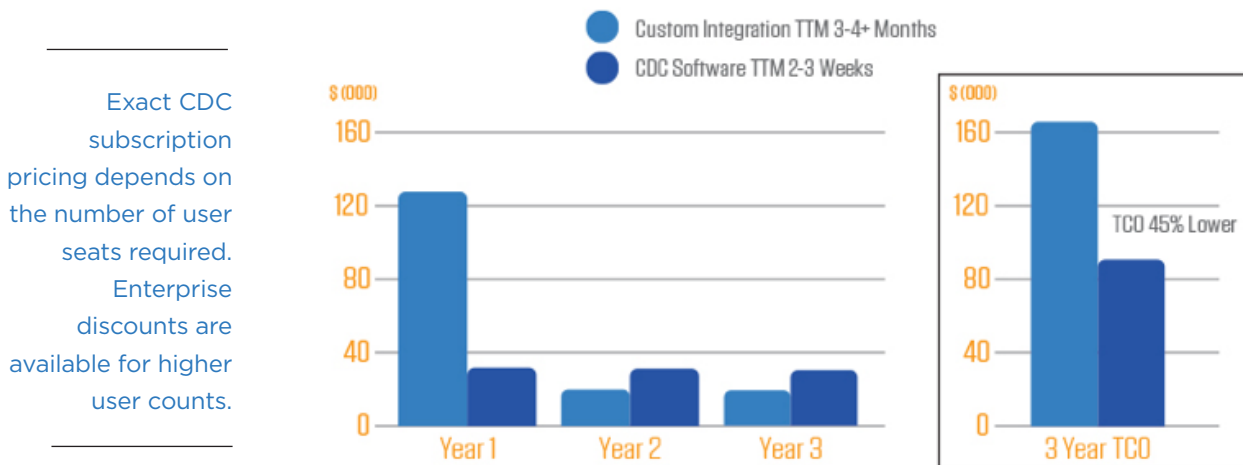
Alternatively, telephony-CRM integrator CDC Software delivers a simple yet effective middleware solution. The platform is built on a robust core engine with prebuilt connectors for leading CRMs, all the major telephony systems and other critical contact center software. As a result, the solution can be deployed far faster (in less than 30 days) – and with much higher reliability – than a custom-coded system integration.

2

Minimize up-front capital expenditure.

Even with the most basic requirements, custom integration solutions demand an up-front investment. A from-scratch application might allow you to meet your current requirements to a “T,” but if those requirements change due to the introduction of new functionalities or processes, the lifespan of your solution will be woefully short.

A prebuilt CTI solution such as CDC Software, on the other hand, is designed with flexibility and easily configurable updates in mind. You can further minimize the risk of your investment by selecting a solution with services that are priced per seat per month, on an annual subscription basis. This type of model is a scalable, cash flow friendly alternative that often results in a lower total cost of ownership in the long run (see figure).



3

Look beyond your immediate needs.

Contact center technologies are advancing at a break-neck pace. It's important to partner with a software provider who has a track record of evolving to keep up with customers' changing needs. A few years down the line, you may decide to adopt a new telephony system, either on-premises or cloud-based. If you've chosen a custom integrator, this means added costs and several months of commissioned coding work.

By selecting a versatile, prebuilt, vendor-independent integration platform like CDC Software, you benefit from the software's highly configurable and flexible architecture, which has been designed for adaptability. With the power to connect to any system's API, the option to deploy in a cloud-based, on-premises or hybrid environment, and the ability to reconfigure the platform to meet changing needs, you'll be investing in a solution that will work for you now and well into the future.

About CDC Software

CDC Software's SaaS and cloud-based solutions empower companies to quickly and cost-efficiently integrate their telephony, CRM, and other mission-critical contact center systems, giving contact center agents the information they need to delight customers – on each and every call. Our solutions create real-time integrations with a lower total cost of ownership and much quicker time to market than a custom integration project. Clients of all sizes use CDC solutions every day to provide a better customer experience. CDC's unique system integration methodology makes it possible to implement CTI in weeks, rather than the months required by custom coded integration projects. We combine a robust core engine with prebuilt connectors for leading CRMs including Freshdesk and Zendesk and Telephony systems from Cisco, Avaya, Digium-Asterisk and SwitchVox, Mitel and more. As a result, CDC integrations are highly stable, scalable and flexible; if you ever change a system, CDC can simply and quickly be reconfigured to work with it.