



Unlocking Enterprise Telephony to Boost Customer Experience

GUIDE

Your MuleSoft API-driven application network now includes your telephony system.

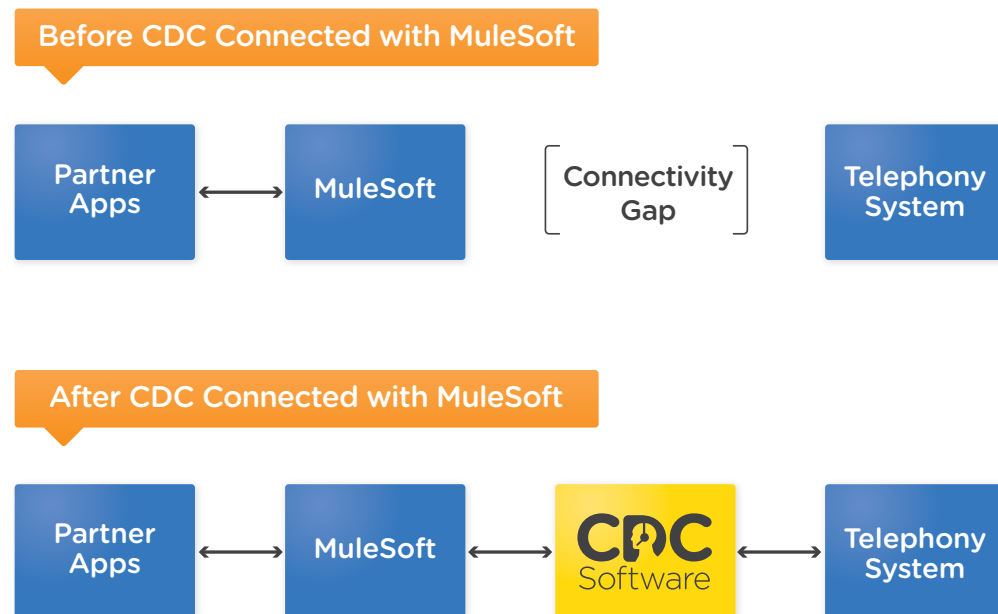
MuleSoft has long let enterprise users harness API-led connectivity to swiftly and effectively build custom application networks. Unfortunately, the list of enterprise and SaaS apps connected to the Anypoint Platform™ never included leading telephony systems – until now.

Thanks to CDC Software, systems like Cisco, Mitel, Broadsoft and Avaya are part of the MuleSoft ecosystem – unlocking the world of computer telephony integration (CTI) and the customer experience benefits that come with it.

CTI once required sophisticated custom integrations developed by highly skilled consultants at significant cost and lengthy implementation times. Companies were frequently tempted to forego desired telephony integrations with their CRM or ticketing systems since such a project would be cost-prohibitive.

Customer experience, however, is taking a much larger role in who wins more business in today's buyer-first world. A recent Deloitte Global Contact Center survey found 85% of respondents viewed customer experience as a competitive differentiator. Since the phone is still the most widely used channel for customer service queries, contact centers are on the front line. Avoiding telephony integrations now has very real business implications.

And today, ***there's no need:***



Anypoint, Meet Telephony

Unlocking all the benefits of CTI without breaking the budget is possible. The CDC Software Platform Connector makes leading telephony providers accessible to the MuleSoft ecosystem, including Cisco, Avaya, Mitel, Vonage and more. Best of all, CDC and MuleSoft enable customers to easily change telephony or CRM products without requiring expensive and time consuming custom software development.

While industry standard technologies are essential for a reliable integration, CDC also provides a versatile and flexible platform powered by an event broker engine that manages connectors. The behavior of this dynamic service-oriented architecture is defined by a customer specific configuration.

For CTI, this means the Anypoint CDC Software Platform Connector shares the primary call events of the supported telephony systems directly to MuleSoft, triggering actions within the other MuleSoft connectors. Some examples of such actions include:

- ▶ Instantly screen-pop phone call information within a CRM
- ▶ Softphone control within a CRM application
- ▶ Update or open a webpage or web service
- ▶ Send an email
- ▶ Write or read a record to/from a database

Five Major Steps in a Common Contact Center Platform Event

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| 1 | Incoming call captured by contact center telephony switch |
| 2 | Call data interfaced with CDC platform which interfaces with MuleSoft |
| 3 | Call data is deployed to the CRM ticketing system or servicing system |
| 4 | A trouble ticket is created while the platform sends the call data to the agent taking the call |
| 5 | The agent gets a screen pop and answers the call already knowing the customer, the customers' sales and service history, and the reason for the call |

Total Cost of Ownership and Time to Market That Make Sense

CDC's SaaS telephony-enabling technology has a direct positive impact on any business that processes phone calls, and that already has an application network ecosystem.

Today, CTI can be achieved quickly and cost effectively, shortcutting the traditionally onerous development process. For example, the total cost of ownership for CDC Software is nearly 50% less expensive and the implementation time is much quicker—taking weeks compared to several months—than custom telephony integrations. Subscription based pricing with no upfront capital outlay provides an attractive entry point for mid-market and enterprise customers.

MuleSoft users can now link their existing applications (like Salesforce, Pega and SugarCRM) to the telephony partners that CDC brings to bear, providing advantages such as:

- ▶ Lower total cost of ownership with no upfront capital expense
- ▶ Quicker time to market and value reduced from months to weeks or days
- ▶ Scalable to an unlimited number of end users and configurable to meet customer requirements

Retrieve telephony events and perform operations on more than a dozen leading telephony systems including Cisco, Avaya, Mitel, Vonage, Broadsoft and more. Read the technical documentation for the Anypoint CDC Software Platform Connector or reach out to one of our telephony integration experts today.