



# How to Enhance Your Current Zendesk CRM for Exceptional Contact Center Service

Zendesk, along with partner CDC Software, is offering a special promotion on your Telephony to Zendesk CRM CTI integration to facilitate more efficient call handling, more equipped agents and a more satisfying customer experience.



As the global marketplace continues to gain competitors and customers grow accustomed to the lightning-fast transactions of e-commerce, the bar for speed and service has risen in contact centers worldwide.

Despite the introduction of social, chat and email customer support channels, telephone interactions are still heavily relied upon by customers for urgent and complex matters, with long wait times and call transfers no longer excused as unfortunate, but inevitable, encounters.

Telephony support remains at the heart of customer service and, as such, needs to be brought up to speed to continue to meet customer expectations. Essential to this is integrating your telephony system with your Zendesk customer relationship management (CRM) system. By adopting a computer-telephony integration (CTI) solution, you can decrease call handle time, ramp up productivity and establish a competitive and sustainable approach for delighting customers on every call.

## **More Efficient Call Handling**

When it comes to customer support, every second on the line not only costs money, but also tests the caller's patience. This has driven many contact centers, which are often running on limited resources, to look for ways to optimize their workflows to better manage increasing call volumes.

That's where CTI comes in. The days of agents throttling back and forth between systems to provide support are over. When your telephony system and Zendesk CRM are fully integrated, the entire customer interaction can be managed from a single unified screen. Not only that, CTI gives your organization the ability to pull data from customer databases, billing systems and other software to optimize call handling, ensuring callers are quickly provided with answers to their questions or a resolution to their service issue. Armed with CRM-provided data such as customer sales history and the reason for the call, your organization can provide a more personalized and relevant experience for the caller while establishing a less costly and more efficient contact center workflow process.

### **A Personalized Customer Experience**

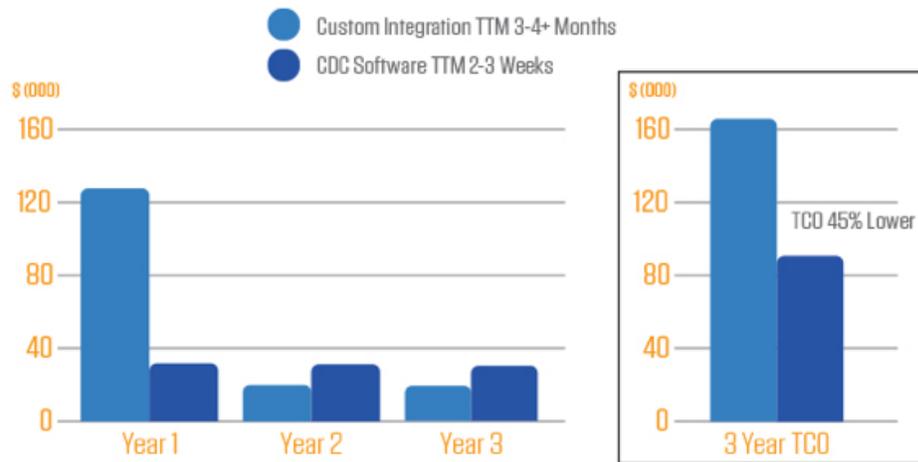
Even before the call is answered, a CTI screen-pop displays the caller's name, location, service history and more. No more juggling between databases and asking the customer to repeat his or her information. CTI allows the agents to take quick stock of the caller's unique profile, enabling them to personalize their interaction. The system also automatically creates a trouble ticket, generating a timestamp and auto-reporting call data, so the agent can focus on communicating effectively with the customer and taking value-added notes to enhance future interactions.

### **More Overall Value to Your Contact Center**

CDC Software provides a packaged SaaS CTI solution that reduces implementation time by avoiding custom coding, while providing a simple pricing structure with no up-front capital expenditure. This approach is advantageous to working with custom developers and systems integrators to design costly, time-consuming integration solutions that often require three to four months—or more—to get up and running. Zendesk has been working with telephony-CRM integrator CDC Software to deliver a simple, yet effective, middleware solution. The CDC platform is built on a robust core engine with prebuilt connectors for all leading telephony providers like Avaya, Cisco, Mitel, Broadsoft, Skype for Business, etc. As a result, the solution can be deployed far faster (within days or weeks) with all the capabilities of a custom-coded system integration.

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 through a solution with simple pricing 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).

Exact CDC subscription pricing depends on the number of user seats required. Enterprise discounts are available for higher user counts.



### Take Action Today – Contact Your Zendesk Account Representative or Solutions Consultant

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. [Click here to access an interactive video demo to learn more.](#)

For more information, visit [cdcsoftware.com](http://cdcsoftware.com) or follow the company on [Twitter](#), [LinkedIn](#), [Google+](#) and [YouTube](#).