Our Solutions

CDC's Software as a Service (SaaS) solutions empower companies to quickly and cost-efficiently integrate their telephony and CRM systems, giving call center agents the information they need to delight customers on each and every call. These solutions can be implemented in a cloud, premise or hybrid environment.

The CDC Difference

With CDC, agents are delivered caller information via CTI screen pop – name, location, service history and more – before they can even say "hello." Users, tickets and items are created in real time, with no manual work necessary. Call information (and even recordings) can be archived in the CRM or another third-party application, platform, database or web service automatically, as soon as the call is finished. Simply put, it's the easiest way to make your customers, your agents and your bottom line a whole lot happier.
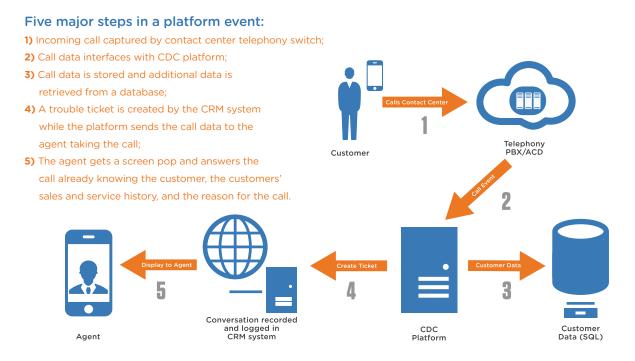
The CDC telephony-CRM integration solution combines a robust core engine with prebuilt connectors, dramatically reducing the time, effort and expense of call center process automation. These systems are currently supported out of the box but other systems can be developed within weeks.

CRM Systems

Freshworks	Salesforce
Zendesk	Happyfox
Radix Health	

iPaaS* Systems

Mulesoft

Telephony Systems

Cisco	Vonage Business
Siemens	inContact
Avaya	Broadsoft
Asterisk	Mitel
Switchvox	3CX
Genesys	Microsoft
Amazon Connect	Alcatel (Nokia)
ShoreTel	Fonality (NetFortris)

* iPaaS - Integrated Platform as a Service

Unique Integration Methodology

Priced per seat as a subscription, rather than an up-front capital expenditure, CDC combines a robust core engine with prebuilt connectors for leading CRMs, telephony systems and other critical pieces of the customer service puzzle. As a result, it can be deployed far faster – and with much higher reliability – than a custom system integration. Plus, if systems change in the future, CDC can simply be reconfigured by swapping out a connector, rather than replaced entirely.

Five major steps in a platform event:

1) Incoming call captured by contact center telephony switch;

2) Call data interfaces with CDC platform;

3) Call data is stored and additional data is retrieved from a database;

4) A trouble ticket is created by the CRM system 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.

Customer — Calls Contact Center — **1** — Telephony PBX/ACD

Call Event — **2**

CDC Platform — Customer Data — **3** — Customer Data (SQL)

Create Ticket — **4** — Conversation recorded and logged in CRM system

Display to Agent — **5** — Agent

Proven in many enterprise deployments across the globe, the core engine of the CDC telephony-CRM integration platform solution:

- Optimizes performance by employing a service oriented and event-centric architecture
- Employs and facilitates agile integration strategies and practices
- Provides centralized logging and solution metrics
- Minimizes integration time and expenses
- Leverages decoupled architecture enabling connector reusability

Features:

- Screen-Pop - telephony and database information
- Custom Reporting - daily, weekly, etc.
- Click2Call and Softphone control - within CRM application
- Jobs Engine - synchronization between systems
- Call Recording Integration
- Voice Mail Integration
- Call Metrics Integration
- External System Integration

Isn't it time your phone speaks with your CRM system to provide CTI? With CDC, it can – reliably and cost-efficiently. Contact us to learn more.

CDC Software

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