



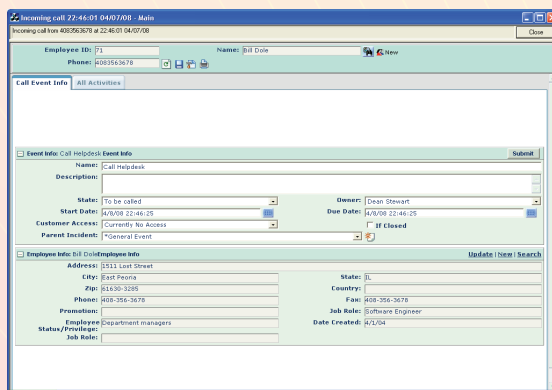
TechExcel CustomerWise

Sales + Marketing + Support = UNIFIED

The Dream Team: Combining the PC with the Telephone

TechExcel CTI Data Connector provides integration between ServiceWise and your existing phone system infrastructure. CTI integration provides service engineers on-screen telephone interfaces, one-click dialing, and incoming and outgoing call event automation. The CTI agent allows service analysts to view current call-queues and missed calls.

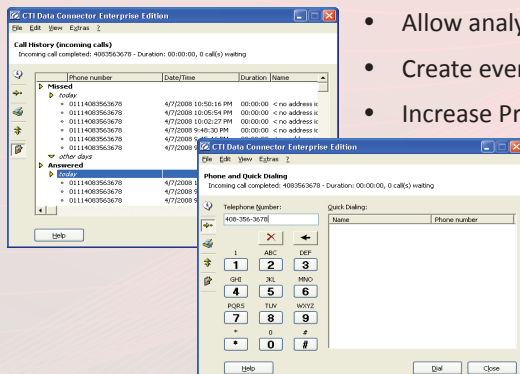
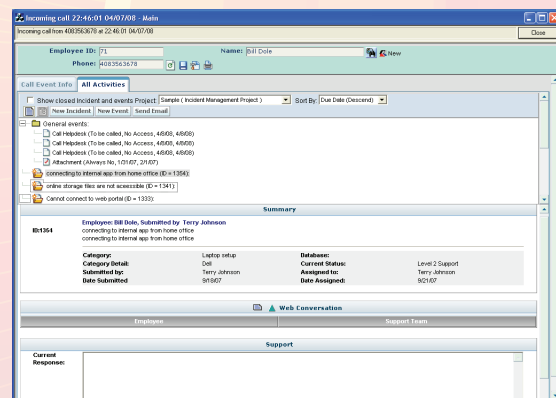
The TechExcel CTI Data Connector serves as an integration layer between ServiceWise and one or more phone systems. Call tracking events within ServiceWise allow managers to report on total call events, even if multiple locations use different phone systems.



Advantages of the CTI Connector:

- Reduce the average duration of each call, ensuring that a higher percentage of call time is spent productively. The extra call time can be used to handle a larger call volume.
- Offer a faster, more personalized service.
- Improve response time and customer interactions by automatically loading customer data based on incoming calls.

- Queue multiple incoming calls automatically in the background.
- Maintain customer data quality with fast analyst entry when an incoming number is not identified.
- On screen dialing from within the ServiceWise application with a Hotkey or right mouse click.
- On screen caller identification based on existing customers
- Improve data acquisition activities with the option to create new customers at the incoming call.
- Provide a higher degree of accuracy of data entry.



- Allow analysts to call customers directly through the ServiceWise client
- Create events automatically within ServiceWise to track all incoming and outgoing calls
- Increase Professionalism

“Using CTI (Computer Telephony Integration) to “pop screens,” has been known to average a 20% reduction in AHT (average handle time).”

Source: International Customer Management Institute