



Call Management at Scale with Call Routing, Transfers, IVR

Effective Management of bulk calls is one of the daunting tasks, especially when customer support representatives keep juggling between the desktop and desk phone.

Service agents have to start from scratch even if an incoming call is from a returning prospect or customer due to a lack of relevant information or highlights of the previous conversation over the last phone call.

This increases handling time for inquiries. Further, it affects employee efficiency and ruins the overall customer experience with a brand.

This is where CTI integration can play a vital role. 360 CTI is a natively built Salesforce telephony solution that allows you to boost the overall productivity of calling agents and deliver quality support services to customers.

Warm Handoffs & Quick Dialing with Call Transferring and Click-To-Dial

For Inbound Calls:

Contact and call centers often deal with a high volume of calls and are always expected to deliver quality support to every individual. With all the customer information on their screen in 360 CTI, agents are more equipped to handle calls better and perform more efficiently. Further, agents can close more tickets and reduce call queues enabling customers to connect promptly.

In case inquiries are handled by a specific department, support agents have call transferring and conferencing options to connect incoming callers with the correct department without disconnecting a call. Consequently, you could improve the overall customer experience, saving a lot of time for them.

For Outbound Calls:

CTI extends the capabilities of service representatives by giving them click-to-dial functionality. This helps them to dial numbers right away from anywhere on Salesforce and prevents them from navigating to a record page separately to dial a number.

In addition, auto-dialers can help them cut back on dialing time while bulk calling and increase their per-day call counts.

Avoid Customer no-shows on Delivery with Pre-Confirmation over Calls

360 telephony can help delivery centers to streamline their delivery workflows and eliminate various hassles for delivery agents. With CTI, agents can confirm customer availability to avoid rescheduling and no-shows. This could prevent agents from repetitive delivery attempts and save time and effort.

360 CTI can also help to improve customer convenience.

They can use telephony to get an update on the delivery status through IVR selection. Pre-configured multilingual IVR can help agents serve interstate audiences and update them in their local language.

Save Agents Effort and Time, Configure IVR for Customer 'Self-Help'

Enriching customers with 'Self-help' capabilities helps organizations eliminate dependency on support agents.

360 CTI provides text-to-speech in male and female voices for easy configuration of IVR. Through IVR selections based on their concerns, customers can garner relevant information or resolve their problems without an agent's assistance.

So 'Self-help' can bring convenience to agents and customers-both. Customers can resolve their inquiries faster without being dependent on agents. On the other hand, agents can cut back on long call queues and ticket counts by only speaking to customers their department handles.

Handle Large Call-Volumes Effectively with Call-Transferring & Conferencing

With advanced calling features, it becomes easier to handle calls efficiently, reducing customer wait times in a queue. Excessive time invested on a single inbound phone call can increase the volume of calls for agents.

So, to handle incoming calls effectively and close cases on a single phone call, 360 CTI enables agents to manage and transfer calls quickly. The call-transfer option helps agents route calls to the correct department without disconnecting the existing phone call. This reduces repetitive rings from the same customer.

Apart from this, support agents can add another agent on existing calls through call-conferencing and manage a call session in a better way. Makes it easier to handle each call constructively without inconvenience.