



Resolve Cases Faster and Manage Calls Effectively with Automatic & Manual Routing

Dependency on service agents for trivial concerns could inflate time to resolution and inconvenience customers.

To get around this, 360 CTI empowers businesses with Interactive Voice Response to cut back on wait time through 'self-help' options for prospects.

This saves agents from swiveling back and forth between a desk system and a desk phone and lets them concentrate on providing the best support for their customers. The 360 CTI lets agents view all relevant customer details on hand, which they can use readily and help build better experiences for your brand.

Route Calls to Multiple Telephony Channels with 360 CTI's Routing

In layperson's terms, telephony channels are all the numbers to which you can route a person. An organization that has spent a considerable sum on advertising a business contact number can't afford to lose this investment just because they've purchased a new software version with its own application or phone number. 360 CTI has telephony channels with routing & call-down filters.

The team can bring their own mobile numbers and route calls to them.

Organizations can bring their own single or multiple numbers to which they want to route a call. So, 360 CTI allows telephony teams to route calls to a specific user with skills, queues, landlines, or even mobile numbers.

Example:

A front desk number can route a caller to different business functions, as shown.

"Thank you for calling 360 Degree Cloud, press 1 for Sales, press 2 for support, press 3 to talk to an account executive, press 0 to exit.

Create Custom Call-Down Lists with Filters

The purpose of reaching out to customers could vary with business use cases.

Use cases could range from telemarketing to promotional calls, quick follow-ups, or something else. Across any usage, agents still need to segregate prospects into warm leads, cold leads, and closed opportunities. Otherwise, it would be hard for callers to switch between tones for each of these.

A custom call-down list could help you start bulk auto-dialing immediately and save you from manually dialing. For this, 360 CTI provides various filtering criteria to create your own call-down lists and perform calls uninterrupted at a stretch without navigating back to records to view contact status. (warm, cold, or closed).

This helps to follow up with warm leads in time and avoid making irrelevant calls to the recipients that drive no value for an organization but may instead register a complaint. Segmented call-down lists could also help contain efforts made by your team.

Example:

A Sales representative, creating a custom call-down list for follow-ups that he can auto-dial.

Provide Quick Support with Multiple Application Numbers (Phone Numbers)

A single contact number could make it difficult for callers to connect with you due to the bulk call volume, and many callers may go unanswered.

On the contrary, using multiple application numbers (Phone Numbers) based on geographies could help cut back on interstate charges for callers.

In addition, different numbers aligned for different queries and business functions could also save time for support executives with pre-qualified calls.

360 CTI lets you have dedicated IVRs for separate numbers and the same IVR for multiple contact numbers, which prevents you from configuring IVRs separately for each number. Geographically local numbers enable prospects and customers to reach out to your organization without using area codes or incurring extra charges.

Contact numbers for dedicated business functions and queries can help customers reach important departments faster or raise issues for accelerated inquiries and case resolution.

Example:

A company serving New York and San Francisco can have separate 212 or 415 numbers respectively, configured to hit separate IVRs if it provides different services in those regions or a central IVR if the two numbers are only meant to prevent callers from incurring extra charges.

Ensure Warm Hand-offs with Conference Calls & Call-Transfers

360 CTI empowers the agents to establish a swift connection between the caller and the concerned department to provide swift assistance to callers.

It is equipped with easy call-conferencing and transferring options for faster query resolution. If there isn't a department for an issue that a customer has, the agents can bring in other departments for consultation on a conference call.

When there's no department for a particular concern or if a department controls one kind of concern and others control other concerns, you can bring in different departments or relevant persons over the same call through call-conferencing.

If both departments need to ask questions to the caller to provide a solution, this is where call-conferencing is best-suited. It prevents a caller from going back and forth between the departments. Agents can also merge two calls on the same port, adding the right person or department to the call and saving the caller's time.

This helps incoming callers to keep their calling charges to the minimum as they don't have unlimited calling plans to wait longer on a support call. Also, longer waiting time leads to customers becoming irate.

360 CTI connects incoming callers with the right person for relevant information. For callers that want more details about their case, agents can hold off the call and redirect it to the relevant department.

Example:

A sales representative talking to a prospect needs help from the accounts department. The representative using 360 CTI puts the customer on hold and engages the accounts department to speak to somebody there about a process that accounts would know more about.

The representative from the accounts department asks the sales representative to put the customer through after taking the details from the sales representative. The sales representative returns to the caller and tells him that they'd be transferring him through to the accounts department and then transfers the call.

This is a warm hand-off where a customer doesn't need to re-introduce himself, and there's already a solution waiting at the other end.