# Seamless Telephony with Accessible Visualization and Record Details

Every customer call is imperative for a business. You could collect vital information over calls to reinforce customer relationships, nurture leads, follow up with them, and other purposes.

But it could be daunting to feed crucial information into the system and make notes of data when you're using your desk phone.

To address this, 360 CTI provides a platform where a business telephone can interact with your system, and you can perform calling operations much more effectively and conveniently.

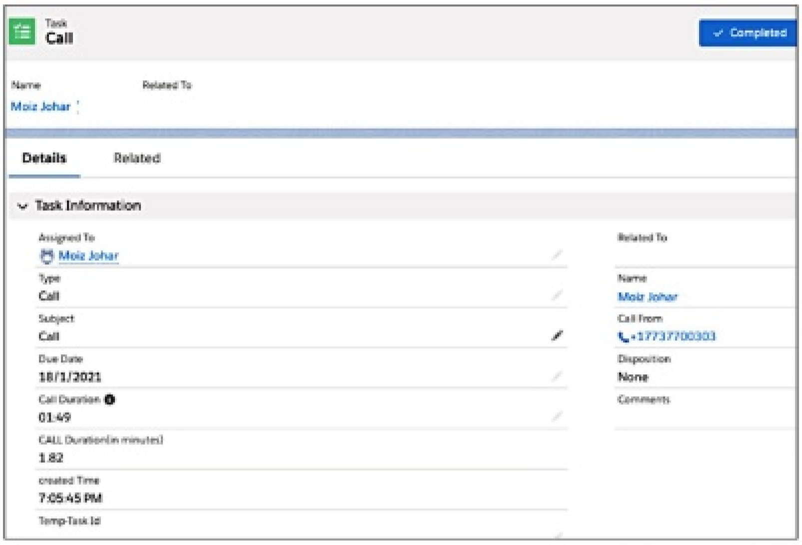
## Easy Call Handling & Quick Assistance with Detailed Information

360 CTI has well-defined call logs, records, and call recordings. By accessing call logs, agents can view all information related to any call.
Whenever a call is made, the agent can then update relevant information related to that call. This includes essential details like call description, disposition, meeting date, and meeting results.
As the phone call ends, a call record is auto-created under which agents can view call logs, recordings of the previous conversations, and call lengths to find the duration of calls, call histories, and other notes created by agents for that particular record.

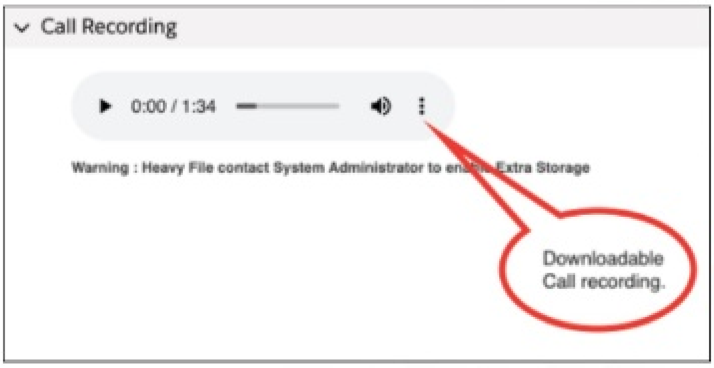
The best part of call logs is that agents can use notes and histories to pick up the conversation from where they left off and recall everything they discussed over a call. This could save time for agents and the customers-both. Also, it prevents customers from having to repeat themselves and getting frustrated.

***For example:***
*In the Recruitment industry, a recruiter can update the candidate's information and description with notes while on the call.*

*The call recording could later be accessed by recruitment managers to sample at random or for data validation which could help eliminate human errors, find missing data, and use the call for quality and training purposes.*




*Call log Page*




*Call Recording Available on Call Log Page*

# Informed Decision with Call Analytics

Apart from managing large call volumes efficiently, you can also derive 'Call Analytics' through standard Salesforce reporting objects in 360 CTI. With call analytics, teams can gauge insights from reports on calling operations.

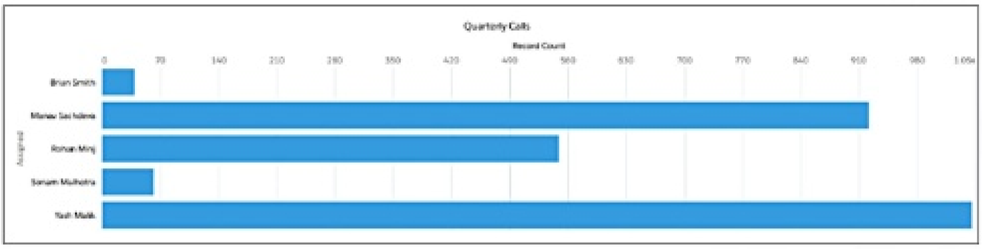
With 360 CTI Analytics and Log-Pulls (Call Log Querying/ UPSERT) to support reporting, you can find insights and significant patterns in customer experience, agent response, team efficiency, call conversion, and call duration.

You could track the total number of incoming and outgoing calls, and the length of calls, and use them to monitor the call logs of a specific agent for quality through call recording. These analytics and recordings could help teams make informed decisions for improving call workflows and scripts.

***Example:***

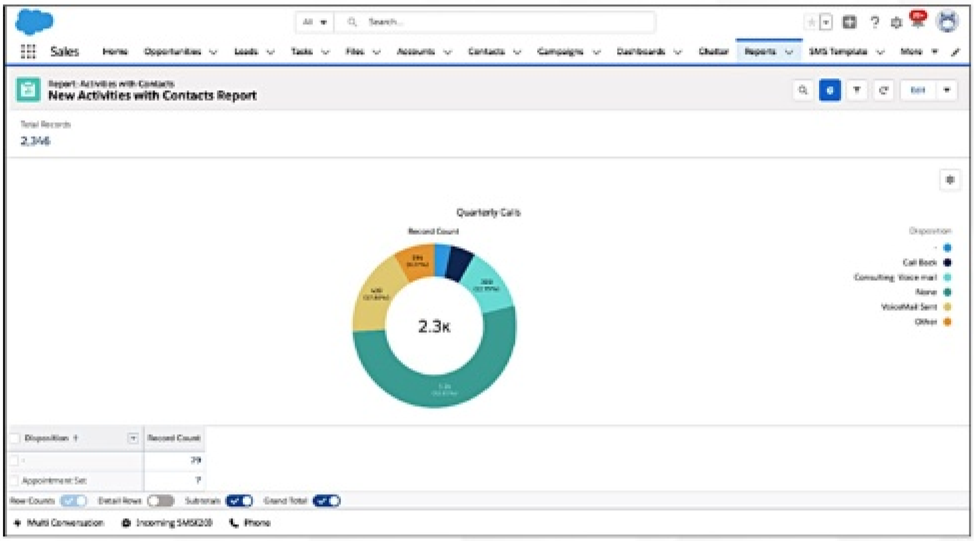
*In a typical contact center environment, the analysis of calls is crucial to maintaining quality, maintaining call frequency, and hitting monthly targets and quotas.*

*A simple Salesforce report can provide details like the number of calls made by a user, the number of calls made by a team, and the average call-handling time. Pie chart visualization for total calls can be sliced by disposition, notes, comments, and users.*




*Quarterly Report for Call Count*


*Report for Call Disposition*




*Report for Activities with Contacts*

# Timely Call-Backs Before Due-Dates
## with Task Prioritization

Not all prospects an agent calls may pick up or respond. They might also request a callback at a preferred time.

There may also be instances where the agent gets through, but the call drops in the middle of the conversation.

In such situations, 360 CTI users can focus on task prioritization for callbacks (Dropped Calls, Requests) and connect to these prospects at another time. This prevents the loss of opportunities to competitors and increases satisfaction with the support provided.

***Example:***
*The IVR in 360 CTI lets callers set up a callback.*

*In the Sales environment, an agent can schedule a callback alongside other priority tasks which would come up in the activity report. They can assign higher priority to the callback, which puts them at the top of their list of scheduled calling tasks.*


*Page Layout to Set Priority for a Call*