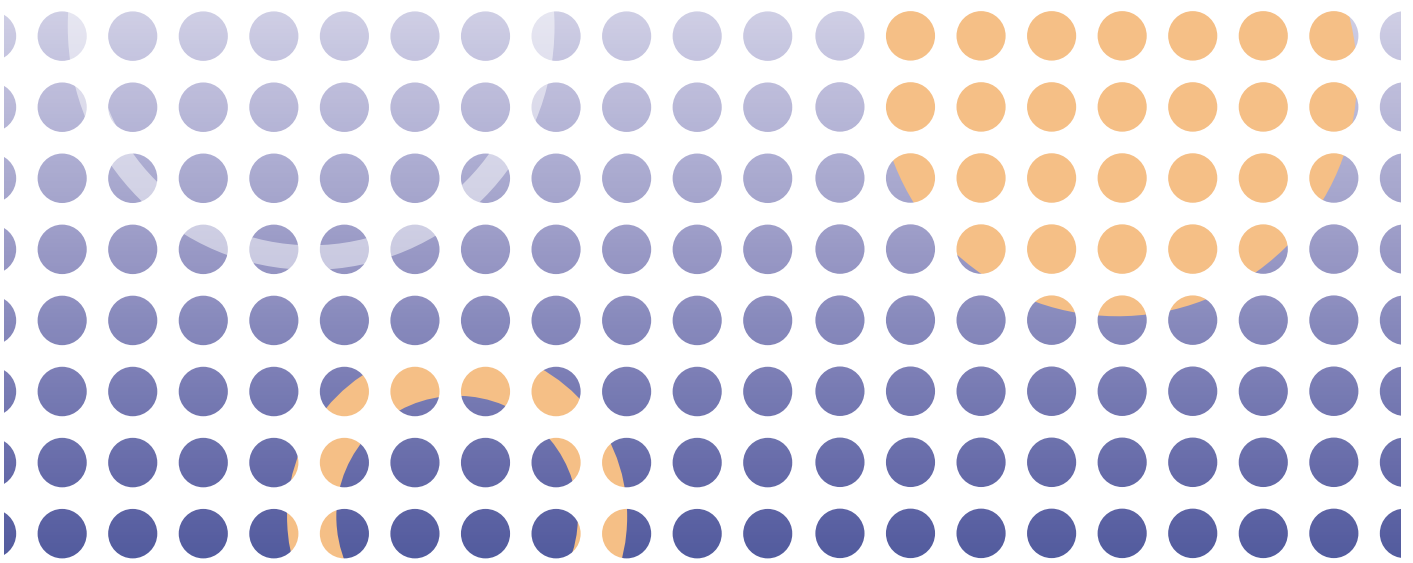




CyTrack
Technologies

Telephony & Call Centre
Unified Communications



www.cytrack.com

CyDesk™ Telephony for the PC

CyTrack® CyDesk™

Telephone Unified Communications

Link your most important tools – The PC, Telephone and Internet and create advanced service management and business efficiency with CyDesk's™ inbuilt CRM integration interface.

CyDesk™ can be used stand alone or integrated to Outlook or your Customer Relationship Management System (CRM) or Database, Access and many other Windows Based Applications. Or just highlight any number in Windows and Right-Click to Dial.

All standard telephone controls such as answer, hold, re-dial, conference and transfer are now easier and in fact better supported now it can be done from your PC.

CyDesk™ also provides advanced functionality for use in business such as Real Time Management Screen for the Administrator, configurable break types to indicate user status, optionally providing voice recording functionality.



CyDesk™ is not just another softphone -

CyDesk is a product designed to enhance the telephone you have whether it is a desktop, IP or Soft phone.

CyDesk™ integrates your telephone into your business systems, linking you to your office CRM, customer database or management system and provides presence management defining your status and availability to office colleagues and teams.

CyDesk™ is your central communications tool, providing your speed dials, missed call, redial and received calls lists on the screen in front of you.

CyDesk™ can record your conversations and it can log all your activity for performance and analysis.

- o All Telephony controls from your desktop
- o Click to Dial
- o Screen Pop on incoming call
- o Database & CRM integration
- o Log history to your CRM
- o Review staff and colleagues status with CyDesk™ 'presence' management
- o Manage your calls with speed dials, re-dial, missed call and received call lists
- o Optional - Add voice recording – see CyRecord™
- o Optional - Integrated Reporting, Analysis and Billing with CyReport™

CyDesk™ is a complete business system that is modular -

CyDesk™ becomes the desktop agent module in any CyTrack® Business Communications or Call Centre System.

Work alone or be a part of a CyQ™ or CyCall™ team in an inbound queue and/or tele-marketing campaign.

CyDesk™ provides your team system log-in, break-outs, completion codes, call wallboard and voice recording control centre when you are part of a CyTrack® Business Communications System.

Remember, CyDesk™ also links your team into your company CRM for a complete integrated solution.

- o CyDesk™ is modular - from personal tool to Business Communications or Call Centre agent module
- o CyDesk™ becomes the log-in, break-out manager, wall board and completion and account code entry point
- o Log-in to CyQ™ for inbound queue management
- o Log-in to CyCall™ to join a CyCall Tele-Marketing Campaign
- o All team activities and performance records are stored directly to CyReport™ for reporting and analysis
- o Record calls on demand, all calls or randomly with CyDesk™ CyRecord™ module.
- o Optional - Integrated Reporting and Billing with CyReport™

CyTrack® CyDesk™

Telephone Unified Communications

Manage your calls from your PC



Manage your telephone calls easier !

Now answer calls by a click on the PC screen and right click to transfer calls blind or supervised—simply !

Transfer calls, or bring team members into a conference call—all just by right click as shown here.

View Colleagues busy, free or break status with bright and vibrant self chosen icons and colour status images.

Busy Lamp Fields and Speed Dials all make managing your telephone calls easier.

Click to Dial - Set up CyDesk™ with your customer database and simply click to dial contacts - if you don't get through the name of the person and their number is listed in the re-dial list for recall.

Screen Pop on Incoming Call - Integrate CyDesk™ to your customer database and have the correct customer details automatically 'popped' to your screen when you are receiving incoming calls.

Call Lists - have your team manage calls more efficiently with missed calls, redial lists and received call lists straight from CyDesk™



All Telephony controls from your desktop - Answer, Hold, Retrieve, Transfer, Conference, Speed Dial, Re-Dial and more all available from the PC screen - no more trying to remember complex keypad codes (note some telephone systems do not support all controls via their CTI interface)

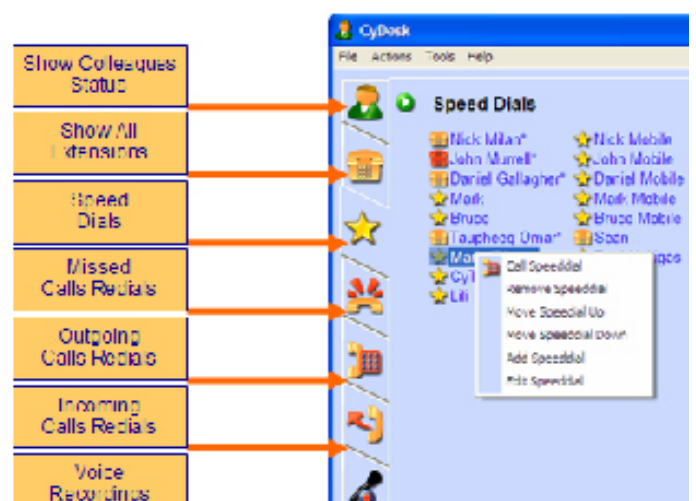
CyDesk™ - Integration with Microsoft Messenger

Provide Real Time Update of users Status to Messenger Contacts

CyDesk™ will automatically change the Messenger status to 'on the phone' as soon as a CyDesk™ user go off-hook on their telephone extension.

View Messenger Contacts Status in CyDesk™ in the one view with CyDesk™ Status

Right Click to send a instant message direct from CyDesk™ with Caller Details auto-typed and sent for you.





CyDesk™ Manager

CyDesk™ Manager allows system and agent management and review in Real Time.

When upgraded with CyQ™ or CyCall™ Call Centre systems, CyDesk™ becomes the central queue, campaign and agent management screen.

Use CyDesk™ manager locally or from anywhere over your LAN or WAN



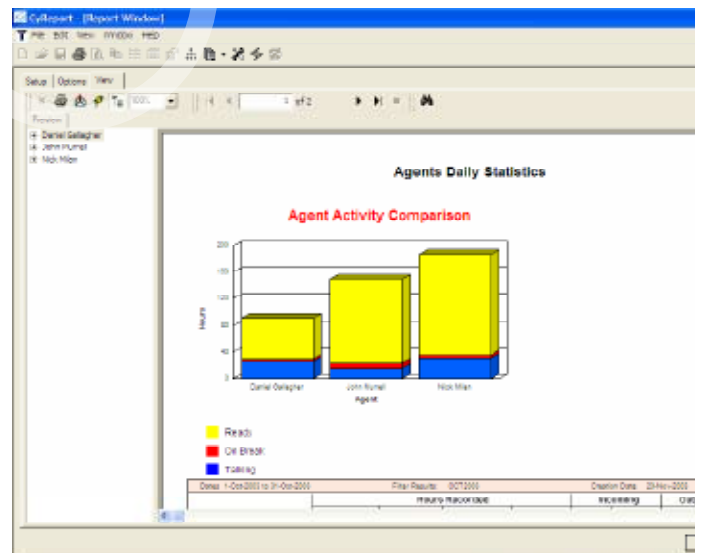
Workflow adherence, 'presence management' and communication

with your team can be enhanced by use of CyDesk™ Break Management. Any number of break types can be entered to the system and a clear and bright icon chosen for various categories as shown here. Select a break type to show colleagues and team members status. CyDesk™ Break Types and Agent Productivity reports can also be provided by CyReport our optional Call Reporting Package.

Performance Monitoring & Reviewing

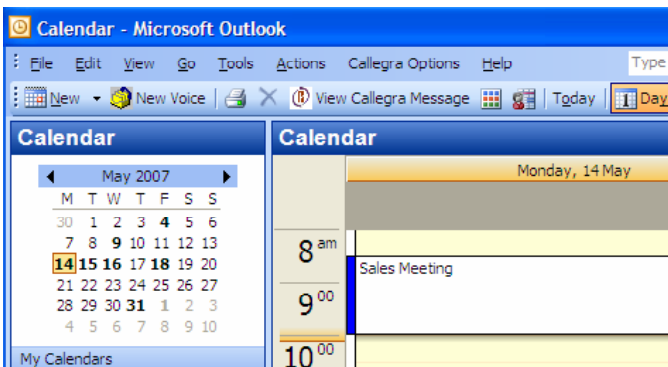
Team Availability - In today's modern business environment, providing quality service is a key objective. Leverage CyDesk's important 'presence' functionalities for team status and collaboration

CyDesk™ in conjunction with CyReport™ enables service performance adherence and process conformance, full reporting and review of calls made and received. Over 150 reports can reveal areas for improvement, times of low requirement for staff load balancing and general productivity.



CyTrack® CyDesk™ Telephone Unified Communications

Integrate with your Calendar and Messaging



CyDesk™ - Integration with Outlook

Calendar - Manage your team's

status and availability with CyDesk™

'presence management' with integration to your teams Outlook Calendar. CyDesk™ will detect meetings that are booked into the calendar and will change the CyDesk™ status to a pre-defined meeting type against the Calendar meeting types. All your team and managers can be aware of individuals status and availability - fully synchronised.

Provide Real Time Update of your Status to Messenger Contacts Right Click to send the Caller Details in a Instant Message to your Messenger Contact alerting them and enabling them to type a response on how they want the call handled !



Update your CyDesk™ status to your colleagues automatically with synchronisation to your Outlook calendar. Meeting types in Outlook correspond to CyDesk™ breaks letting your colleagues and managers know your availability and status

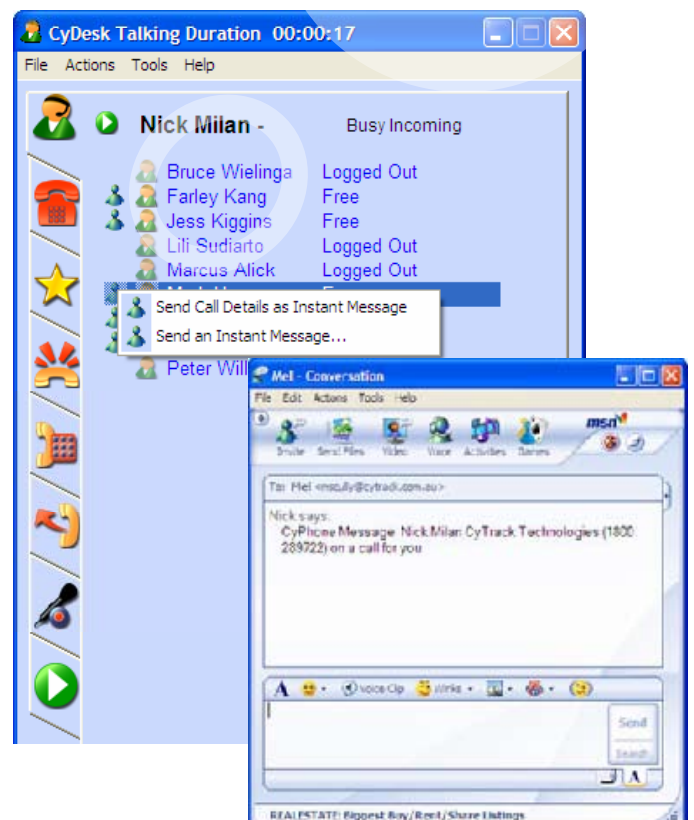
CyDesk™ - Integration with Microsoft Messenger

- Provide Real Time Update of your Status to Messenger Contacts

CyDesk™ will automatically change your Messenger status to 'on the phone' as soon as you go off-hook on your telephone extension.

View your Messenger Contacts Status in CyDesk™ in the one view with CyDesk™ Status

Right Click to send a instant message direct from CyDesk™ with Caller Details auto-typed and sent for you.



Contact: John Smith

Details:

- Information
- More Addresses
- Activities
- History
- Sub-Contacts
- Relationships

Sales:

- Opportunities
- Quotes

Filter on: Last 30 days Include: Related Records

Subject	Activity Type	Activity Status	Regarding
Incoming Call to 811 from 0437225858	Phone Call	Completed	John Smith
Outgoing Call to 0407519280	Phone Call	Completed	John Smith
Outgoing Call to 0407519280(CyRecord)	Phone Call	Completed	John Smith

Add Telephony Integration to your Customer Contact or CRM Business Systems - CyDesk™ provides a wide range of enhancing functionality to your customer contact system. CyDesk™ click to dial increases efficiency and output of business calls, testing shows that based on a tele-sales person, around 40 hrs. per year per person can be saved in click to dial over manual dialling more than covering the price of the software. Even more increased savings are made with the screen pop of customer details being presented to the CyDesk™ user on each incoming call. Now the customer details are already present on the PC screen leaving CyDesk™ users free to concentrate on the call in hand.

Phone Call: Incoming Call to 811 from 0437225858

Phone Call | Notes

Sender: John Smith

Recipient: Nick Milan

Subject: Incoming Call to 811 from 0437225858

Incoming Call to 811 from 0437225858, duration 00:00:06, auto-logged

The screen shot above shows CyDesk™ recording calls made, received and missed under the contact history of a CRM product. Clicking on the entry will show the date, time and duration of the call.

Log History of calls made received and even missed to your CRM -

one of the most important and significant features with CyDesk™ is to have all CyDesk™ users calls logged into the CRM under the contact history. Managers and other team members can review what contact has been made by telephone with the company customers and can review the date, time and duration of the call and of course whether it was a call out, or call received. In most CRM systems CyDesk™ can also generate an action to return a call if your customer called one of your team and they missed the call. All of these actions logged in your CRM under each pertinent contact provide a wealth of important reporting with which you can analyse performance and busy levels and most importantly be assured 100% of the verification of a call being made or received.

CyDesk™ - CyRecord™ Voice Recording with your CRM product -

CyRecord™ is an add-on module for CyDesk™ that provides voice recording to a MP3 or .WAV file that can be stored under the contact record history in your CRM solution. CyRecord™ can be set to be user controlled on-demand, to record all calls, or randomly as administrated centrally by the manager. CyRecord™ is used in many applications such as in service desks to record users description of issues, as a voice contract in telephone orders, or as general dictation or instruction in any conversation. The recordings are stored centrally and logged with the user and caller details and date/time stamp as well as other optional storage tags .

Phone Call: Outgoing Call to 0407519280(CyRecord)

Phone Call | Notes

Notes

[Click here to enter a new note...](#)

05/14/2007 11:09 AM by Nick Milan

Nick Milan - 20070514-110930 0407519280.MP3 (32,235 Byte(s))

CyRecord Voice Recording

The above screen shot shows a CyRecord entry in a CRM product under the callers contact history. The file may be played or emailed.

The Telephone is still one of our most used business tools and yet is vastly under utilised and under exploited given the technologies available today in Computer Telephony Integration (CTI) Call Centre Applications and the Internet.

The CyTrack Suite of Unified Communications Products are designed to deliver the business benefits and functionalities that integrating Computers, Telephones and the Internet can provide. CyTrack® Technologies create powerful and versatile software applications that deliver advanced functionality, providing you with a business edge.

Our products are modular and can be expanded and upgraded with other CyTrack® Modules.



CyTrack
Technologies

CyTrack Modules

- o CyDesk
- o CyConsole
- o CyRecord
- o CyReport
- o CyQ
- o CyCall
- o CyLive

Providing

- o Computer Telephony Integration (CTI)
- o Telephony to CRM Integration
- o Front Desk Operation
- o Voice Recording
- o Telephone Call Accounting & Billing
- o ACD Reporting
- o Inbound Call Centre Routing & Queue Management
- o Outbound Call Centre Tele-Marketing Management
- o Interactive Voice Response (IVR)

