



# Desktop call control with CRM, applications and business process integration

## Save valuable time and improve customer experience

CyDesk integrates all of your standard telephone controls and business data on the computer desktop to enhance the customer experience and save valuable time on each call. Individual user 'presence' with configurable breaks allows staff to identify the status of their colleagues and

teams and allows supervisors to monitor the efficient use of time.

- Offer a warmer, more professional welcome to callers.
- Save time with rapid access to customer database details.

- Reduce call costs with improved dialling accuracy.
- Who is busy, who is free? Easily identify status of individual users.
- Rapid access to missed calls and previous inbound/outbound calls.
- Improve performance through supervisor monitoring anywhere.



“ Your computer becomes a powerful business tool with telephony features including answer, hold, re-dial, conference and transfer.

CyDesk also provides advanced functionality for businesses such as real time management screen for the administrator, configurable break types to indicate individual user 'presence status' and you can even highlight any number in Windows and 'Right-Click' to dial, it's that easy!

CyDesk can be used stand-alone or integrated to Outlook, your Customer Relationship Management system (CRM) or Database, Access and many other Windows based applications.

- Use standalone or linked to your CRM.
- Click to dial from database and CRM or from anywhere in Windows.
- Screen pop customer details.

- Drag and drop call control.
- Call Answer/ Hold & Transfer.
- Inbound, outbound and missed call history.
- Shows 'presence' of home workers.
- 'Presence status' – set your availability.
- See co-worker's availability.
- Set Teams and Queues.
- Call and message alerts.
- Optional call recording integration.
- Web browser client.
- Instant message between CyDesk users.
- Setup busy lamp fields.
- Add CySMS™ to send and receive SMS messages.

## CRM and database integration

Integrating CyDesk with your Customer Relationship Management software (CRM) enables you to efficiently engage and track customer life-cycles from marketing through to servicing.

“ Build an easily accessible history of customer conversations.

For the omni-channel approach to be successful, it is important to keep track of your customer conversations across different platforms. By integrating CyDesk directly into your CRM, customer service agents can automatically access an invaluable record of all previous interactions.

## Options

**CyDesk Team** is our entry level Unified Communications desktop app that provides integration to Microsoft Outlook for click to dial and screen pop, plus a range of smart business features for office collaboration, shared presence and more.

Choose **CyDesk UC** if you require CRM integration, Skype for Business integration or CyTrack Contact Centre agent controls and functionality.

CyDesk when integrated with **CyRecord** (our optional ISDN2, ISDN30, analogue and IP recording solution) offers rapid access to recordings, controls selective recording and enables pause record when taking credit card details to comply with PCI DSS.

## Take it to the next level

The CyTrack suite of software applications is modular enabling you to pick and choose what works for you.

CyDesk is the desktop telephony interface and building block for CyTrack's omni-channel **CyCC™** Inbound Contact Centre and **CyCall™** Outbound Contact Centre solutions. These solutions take your business to the next level in modern sales and marketing and customer service technology.

In the modern social online world, your customers call has never been more important. To be successful today, you must be able to swiftly and professionally respond to your customers across a broad range of interaction channels, from voice, to email,

web chat to social media. This has to be managed together with ensuring customer satisfaction levels are high and ensuring the right person with the best skills is matched to handle the connection.

“ You don't need to be a call centre to utilise Contact Centre technology.

Last but not least, it's essential to deliver accurate information in real time and historical reports to all divisions of the business.