

## Computer Telephony Integration

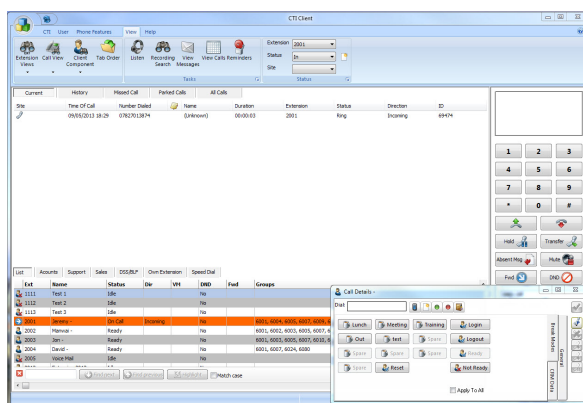
Retaining existing customers, keeping costs under control and trying to create & maintain competitive advantage have always been difficult goals for many businesses. For small and medium sized companies, often without in-house technical skills and experience it can be daunting or impossible to determine which communications products and applications are best required, the prospect of using technology for commercial advantage may seem cost prohibitive and unattainable.

Office CTI part of the Office Solutions range of software caters specifically for the customer in small and medium sized business as well as scaling to larger enterprises. So all the contact management and CRM needs of even the smallest business are covered providing solutions that are cost effective, easy to implement yet fully featured, whatever the size or type of enterprise.

### Features

- 'Out of the box' integration with Microsoft Office
- Identify callers as the phone starts ringing
- Click to dial from screen, highlight and dial
- Speeds up call resolution
- Personalize customer interaction
- Increases user productivity, visibility and call-handling
- See user presence information
- Significant cost savings for any business

### Configurable



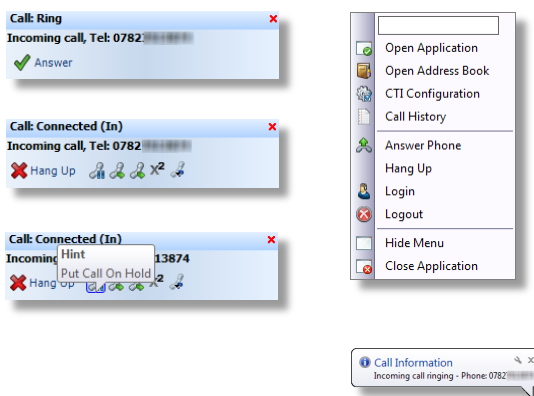
### Efficiency and integration

Increases the efficiency of your operation by automating many of the functions carried out by the user, delivering the latest customer data to their PC screens when a call starts ringing.

Office CTI clients will integrate 'out of the box' with Microsoft Office products plus many other CRM products\* and an optional custom integration service can provide integration with other cloud or server based applications and databases.

Outbound call centres can optionally add Office Campaign which in conjunction with a database will drive the flow of outbound calls and responses.

### Run in full screen or use mini pop-ups or minimal system tray balloon hints



**Office CTI™ for small, medium & large businesses offering; ease of use, powerful market-leading technology to drive and maintain efficiency in any business**

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