CRM AND CTI
WHAT YOU SHOULD KNOW

DEMYSTIFYING CTI

As with most technologies that require knowledge in more than one area, the integration of Telephony and CRM systems is not free from misconceptions and wrong assumptions.

Let's start by busting some common myths around CTI.

CTI IS WITCHCRAFT



There is no magic in it – there are good CTI solutions out there, developed by teams who understand telephone systems, CRM systems, and the business processes that benefit from combining the two.

In most cases, you can use them out of the box or with minimal configuration.

IS ONLY FOR CALL CENTRES

Telephony integration is for ANY organisation that has a CRM system and engages in a high volume of telephone calls. Having all the relevant information in front of you when the phone rings saves time, helps you provide a better customer service and improves your customers' experience.



I NEED CTI WITH CALL RECORDING



This is not the case. Call recording systems are either built into the Telephone System or often a standard feature of a Call Management Application. What the CTI solution must do is log every call (inbound or outbound) in the CRM system, against the right entity. If you have all calls registered properly in your CRM system, you will know exactly when the call was made/received, and therefore it will be a lot easier to retrieve the correct audio file.

I NEED TAPI FOR CTI TO WORK

TAPI is not the only API available, and a good CTI solution should be able to support several standard telephony interfaces. However, the functionality of the CTI will be restricted by the functionality of the API, which is why you should always test it in a real-life scenario (a.k.a. free trial!) before buying it.



IS MORE EXPENSIVE THAN CRM



CTI solutions have a very straightforward ROI, with an obvious increase in productivity.
Even small organisations can access a full stack CTI integration without breaking the bank, especially if they choose a subscription based product.

TAKE A FREE TRIAL

Rule of thumb for any IT system, before buying anything or embarking in long and expensive developments, identify a couple of existing solutions, take a free trial and see if any of those fit your business.

You can start with our solution, intelli-CTi.

QGate