



CTI | COMPUTER TELEPHONY INTEGRATION

Data from Business Central
at a glance with every call

IMPROVE CUSTOMER COMMUNICATION - THE IDEAL CONNECTION TO YOUR CUSTOMERS

The path to a company's success is always via its customers and business partners. Well-informed communication at all times is the key.

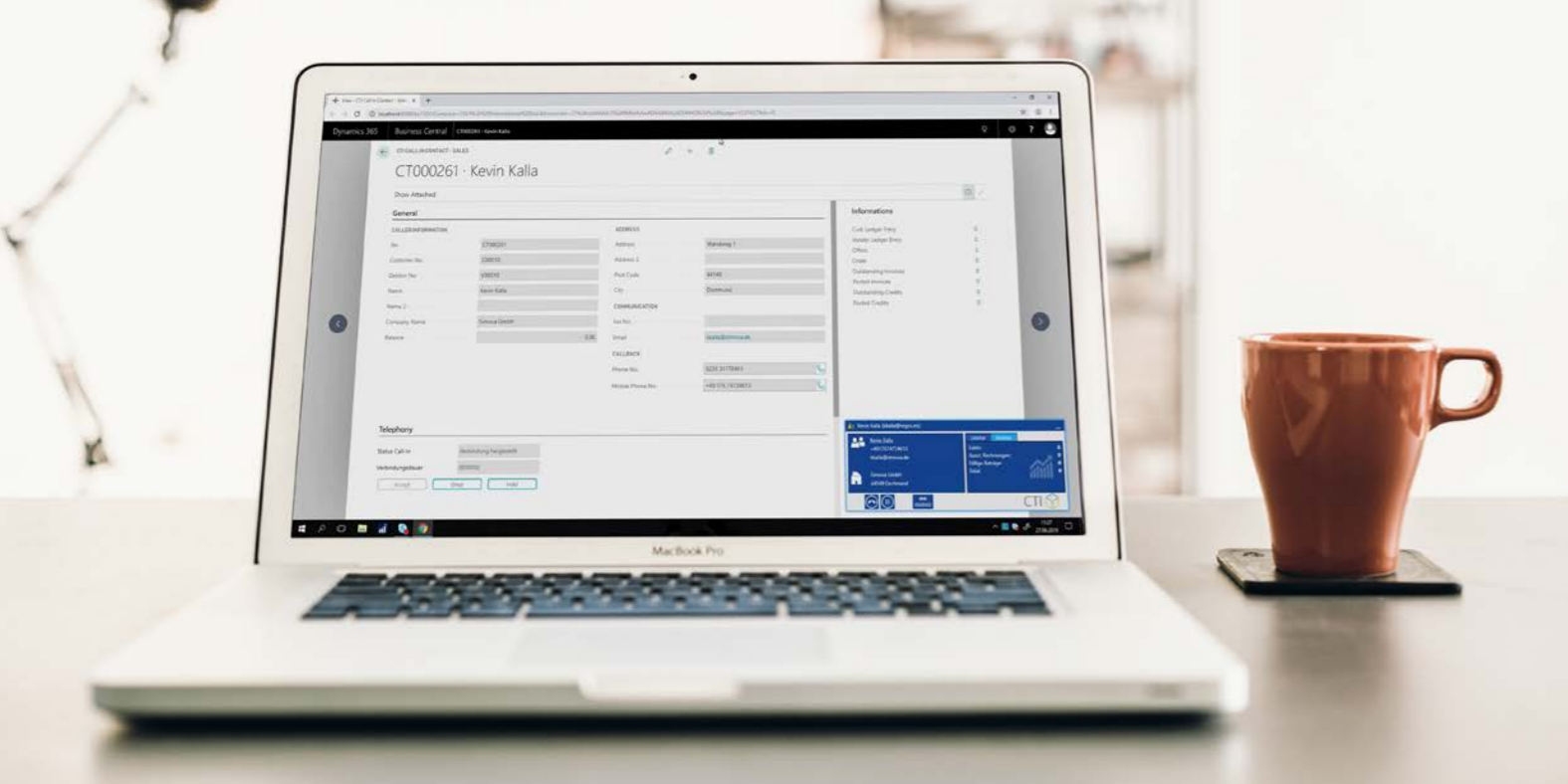
CTI, the Computer Telephony Integration from Simova GmbH, links customer data defined by you with your telephone system. So every time you make a phone call, you can directly access the information you need at a glance.

Whether you need open items, existing orders, turnover or Notes - in the caller card you receive all relevant contents clearly arranged and can view and edit them already during the telephone call.

By 2016, 17,000,000 telephone lines were already using VoIP throughout Germany.

Modern VoIP systems allow great flexibility in their use, for example the addition of CTI.





ADVANTAGES FOR MANAGEMENT

As a managing director, you have a firm focus on safeguarding the success of the company and its competitiveness. In addition, you are always on the lookout for ways to optimise work processes and increase productivity.

phone calls. Information and receipts can be edited, viewed and adapted directly in your system. This not only increases productivity, but also customer satisfaction.

Due to the fast and seamless integration into your industry solution, CTI for Business Central provides you and your employees with all individually relevant facts during tele-



- Increase productivity and customer satisfaction
- Microsoft as a future-proof technological basis
- High return on investment due to low implementation period

SYSTEM REQUIREMENTS

CTI for Business Central can be quickly integrated as an extension into your existing BC industry solution.

A TAPI-enabled telephone system is a prerequisite for the use of CTI.



ADVANTAGES FOR EMPLOYEES

With a large number of customers and business contacts, it is usually impossible to always have all the details of the business relationship in mind. The result: telephone calls have to be prepared in a time-consuming manner, and you lose time researching information for incoming calls.

CTI for Business Central shows you all the contact information you need in your position directly via the caller card. The setup is done in no time.

CTI allows you not only to view, but also to capture and edit information. By the integration into your industry solution, all activities are logged automatically and are directly visible.



- Caller identification and display of contact information
- Faster response and reporting capability
- You determine which information is displayed to you
- Complete integration into CRM system enables call logging

