

Leading multinational bank maximizes contact center efficiency with Computer Telephony Integration for Oracle CRM on Demand

Industry

Financial Services

Products & Services

Oracle® CRM On Demand
CRM++ Computer Telephony Integration



Implementation Partner



CRMIT Solutions
www.crmit.com

Benefits

- Comprehensive CRM platform with unified screen-based telephony
- Personalized telephone interaction - identifying callers automatically
- Improve service / call resolution time
- Increased telephone call efficiency and throughput
- Improved reporting & collaborative management.
- Improved customer relationships, service levels and customer satisfaction
- Increased business productivity

The company is a leading multinational banking and financial services provider with 1000+ branches in 50+ countries. The company's main impact on its customer is through the business activities in personal banking, wholesale banking and private banking. By running their operations well, standing by their clients & customers and investing in local communities, the company plans contributing to sustainable economic growth.

Challenges

The plans to stand by their clients & customers demanded an integration of the existing Cloud CRM solution to their preferred telephony platform. The existing Oracle® CRM On Demand platform offered conjunctions to telephony solution.

However, the global banking and financial service provider already had an existing investment in their Avaya telephony and preferred to work with the same platform for the delivery of voice to agents. An effective solution demanded a unified integration framework. The integrated solution to this heterogeneous and complex environment had to be cost effective yet enable the agents to identify the clients and customer list

Solution

CRM++ Computer Telephony Integration framework offers a direct access to the Avaya telephony functions that enable a comprehensive call center or contact center solution. Based on a Telephony Application Programming Interface (TAPI) framework the CTI directly integrates various telephony solutions with Oracle® CRM On Demand.

CRM++ CTI framework provides a seamless integration to Oracle® Oracle® CRM On Demand, unifying access to the Avaya IP Agent (Call Management System - CMS) functionalities including both Inbound (screen pop-up) and Click-to-Dial (outbound integration) functions. Inbound integration enables display relevant information about the caller to the agent as they answer the phone - name, address, outstanding orders or cases. The Click-to-Dial feature helps one-click phone calling functions, capture the call notes, resolution type and call reasons with built-in Call Wrap Up feature.

CRM++ Computer Telephony Integration leveraged the existing telephony and CRM infrastructure by providing crucial call center functionality in the most cost effective way possible.