

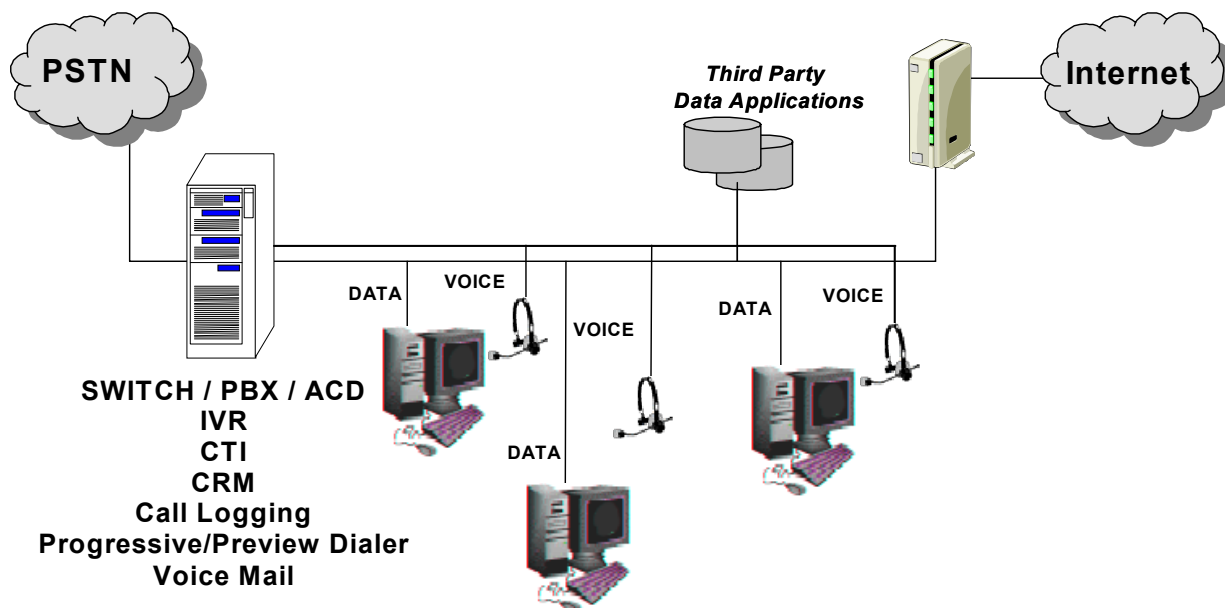
EVOLUTION CTI and IVR

Tightly Integrated CTI and IVR Technology

In today's intense, competitive business world, the front line is the Contact Center. Here, companies are constantly interacting with customers and making impressions that positively or negatively affect future business. Managers are constantly faced with key decisions on how to improve customer satisfaction while boosting productivity. As competitive pressures build, they urgently seek the win-win scenario of lowering total cost and raising service quality. The information technology solutions they're after reside in Computer Telephony Integration (CTI). At the core of CTI's ability to deliver on this promise is, simply put, effective automation of the workflow process. This is what the **Evolution** system delivers.

Since improved workflow automation is a core objective, the complete CTI solution must provide callers with automated, interactive transaction processing. For this reason, CTI-enabled Contact Centers almost always provide fully automated services using Interactive Voice Response (IVR) systems.

Evolution complements and integrates technologies including Interactive Voice Response, internet-based transaction processing and desktop application integration.



Like the agent, your IVR answers the phone, asks the caller what they want to do, looks up information in your customers database, and in many cases provides the complete service the caller was seeking. And, just like some agents, the IVR cannot always provide the desired service and the call must be transferred. For this reason your IVR should be as tightly integrated with your agents as your agents are with each other. The **Evolution** provides this type of CTI solution that integrates IVR and desktop applications, call recording and context reporting – all while being designed, developed, installed, supported and serviced by **Alston Tascom, Inc.**

With the **Evolution** your Contact Center is running at a new, higher level of productivity. Information is immediately available. The burden of data entry keystrokes is reduced and lengthy system response time is eliminated. Your **Evolution** CTI-empowered agents are on top of everything. They are able to handle calls faster and more efficiently because their need for talk time with callers is dramatically reduced. This impressive speed in handling calls significantly improves each customer experience. Just as impressive, these productivity increases allow you to introduce new services without incurring additional staffing costs.

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