



SIEMENS

Dream team

Computer Telephony Integration

mobile business

Can't live without it.

CTI is an indispensable aid to lightening your workload.

You would hardly believe how much working time is wasted on the constant alternation between telephone and PC, or how time-consuming it can be to find, update and dial the telephone numbers of customers, suppliers and colleagues.

Since modern convergence architectures have been merging voice and data on a single platform, any business can now create a working environment with seamless communication between different media. You can take the first step with computer telephony integration, because CTI can be used at any workplace that is equipped with a telephone and a PC.

A CTI solution is no more expensive than a high-end digital telephone and yet has the potential to make business processes several times faster. Outgoing calls are dialled simply by clicking on the relevant numbers in electronic directories such as DirX.

Stored incoming calls can be called back by clicking the number on the screen. Call lists, telephone notes, call reviewing – now everything runs more smoothly and nothing is forgotten.

It is no problem to filter out routine queries and answer them with a friendly recording. And together with CTI, intelligent applications such as automatic call distribution (ACD) make bottlenecks during peak periods a thing of the past. In a matter of seconds, they search every department for an employee who is free to take a call and who, thanks to CTI, is immediately in a position to provide the appropriate response to the customer.

How do I find the right CTI solution?

Simple: Trust us.

Due to the broad range of products and solutions that we combine under one roof, we have accumulated expertise in all areas relating to CTI. To this we can add a thorough knowledge of the specific problems of different industries. On this basis we will develop a CTI solution for you that will precisely match your current requirements and yet will grow at any time in line with your needs.

Our CTI stand-alone solutions are ideal for workers who do not process an enormous volume of telephone calls, but would nevertheless like to operate more effectively and productively.

Making calls via the familiar Windows interface saves time and increases the quality of the customer contacts. The only prerequisites are digital telephones with a data interface.

If you would like to use CTI at several desks, it will be worth acquiring a CTI server that is integrated into your LAN. In this case you can also use analogue telephones.

A man with dark hair and sunglasses is smiling while talking on a mobile phone. He is wearing a light-colored jacket over a white t-shirt. The background is a bright, blurred outdoor scene with a blue sky and yellowish ground.

Greater competence wins more business.

CTI is the professional solution for the desktop.

If the two most important business tools are linked via CTI, your agents will be able to view the appropriate customer data on screen even before they pick up a call. Customers will sense that they are being valued and dealt with competently, even by new or part-time staff.

Customer advisers, who have the complete customer history on the screen in front of them, can then recommend accessories, replacement parts and the latest offers appropriate to the customer. In this way, our CTI solutions ensure greater satisfaction for customers and a measurable growth in business the same time.

Your customers are rather spoilt.

Can you afford to ignore good service?

The first thing that customers hear when they call you is a ringing tone. If they have to listen to five rings or more, they are likely to hang up and be lost for ever. Customers hate waiting – waiting to be connected, waiting to be called back, waiting to get information or waiting for the adviser to type in their name and retrieve the right file.

Regular customers who have to spell out their name every time they place an order will quite justifiably feel undervalued. Customers are reacting with increasing sensitivity to slip-ups and incompetence on the telephone, because in many areas of business perfect service has now become the norm.

Those companies that cannot offer a professional service on the telephone today will be out of business tomorrow. This is partly due to the fact that successful companies are making customer orientation their number one corporate goal. Call centers and multimedia customer interaction centers spoil their customers with near-perfect customer relationship management. Invest now in a CTI solution on which you can build in future to guarantee first-class service at all times.

connected



And what if your business carries on growing?

You can build on CTI.



Our CTI concept enables you to start with a small basic package and to integrate additional workplaces or departments as and when the need arises. This provides optimum support to your business processes at all times. The great economic benefit and positive effect of CTI on customer relationships justify continuing the expansion until every workplace equipped with a telephone and PC has access to CTI. The opportunities that CTI offers extend from networking with the software of various departments – such as production,

customer service, order processing – to the integration of teleworkers and field personnel as well as sophisticated unified messaging solutions such as HiPath Xpressions. Only Siemens offers you a portfolio of products and solutions that will meet every requirement of your infrastructure – both today and in the future. Because soon no company that wants to keep pace or take the lead in competition will be able to ignore e-business and mobile business.



Our CTI solutions grow with you.

Your path is clear to customer relationship management.



The unique Siemens HiPath™ convergence architecture brings together voice and data networks for greater economy and the unrestricted use of new technologies such as voice-over-IP and communication via any network without any interface problems. With HiPath you take the affordable path of gradual migration. You determine at what speed new technologies are to be introduced. From our comprehensive range, you select the solutions that will bring you the maximum benefit and you can be sure that each of your investments is secure for the future.

CTI is the first step toward maximum customer orientation and greater productivity at the workplace. If customer orientation is to result in an optimum customer relationship, leading to higher earnings and greater profitability, then you simply need to take the next step: choose eCRM – the customer relationship management solution that we have developed as a seamless extension of CTI.

Make your business mobile.

The Internet is fast becoming an integral aspect of many business processes. This is presenting companies and network operators with new challenges as mobility becomes a key factor of business success.

Mobile business demands appropriate infrastructures, services and applications so that you can communicate and work from any location, via any network and in any situation. By telephone, PC, TV or mobile phone – via cable or cordless links – in the office, at home or on the move.

Siemens is the only company which offers a complete range of products and services for your mobile business, thereby meeting the extreme demands for communication and information solutions for both the present and the future. The basis for this is the **Next Generation Internet** which offers powerful networks, systems, solutions and services, combining the best of data and voice communication.

Siemens Information and Communication Networks is making the Next Generation Internet into today's first-class standard.

To do this, it deploys

IP convergence – High quality services and applications are opening up new business opportunities.

IP routing for carriers – IP power for the Next Generation Internet: high speed routers carry data efficiently and intelligently to its destination.

Broadband access – The fastest and most economical route to the Next Generation Internet: networks with the greatest bandwidth for all types of access and for every service.

Optical networking – Unlimited bandwidth and maximum capacity for the superhighways of the future.

Integration, services and applications – Optimize business processes with integrated solutions and services.

Computer Telephony Integration (CTI) is an important step toward a modern and flexible information and communication infrastructure. Visit our website for technical data, detailed information on CTI and to discover the other options available on the basis of this solution.

Contact us! www.hipath.com

WS HO52_088 030105.
© Siemens AG 2001
Information and
Communication Networks
Hofmannstr. 51
D-81359 München
Subject to availability
Right of modification reserved

Reference No. A50001-N14-W31-1-7600
Printed in the Federal Republic of Germany