



Computer Telephony Integration

The PAR3 Intelligent Response Platform™ helps companies reinvent their core customer relationship strategies while leveraging their existing telephony and data systems. This ultimately enables companies to cost-effectively establish the kind of one-to-one interaction that builds profitable customer relationships and reduces support costs.

One of the differentiators in delivering highly personalized, multi-channel notifications with associated inbound responses is giving your customers the option to connect directly to your contact center with the push of a button.

But simply transferring the call is not enough.

Don't make your customers answer the same questions when they transfer to your contact center or wait in long queues when they're ready to transact. Automatically route the calls appropriately and inform your agents who's on the phone and why they're calling.

The PAR3 platform funnels all the pertinent customer information through to the agent to ensure that their response is the most efficient transaction for both the customer and the center. In addition, by controlling the outflow of notifications, your company can keep contact center traffic truly manageable.

PAR3 Computer Telephony Integration Process

The PAR3 platform supports efficient and effective interaction with a company's Computer Telephony Integration (CTI) solutions. PAR3's unique platform ensures that no matter what kind of systems you have installed or available, your agents have the most useful information available about the call *before* the connection is made.

PAR3 integrates with CTI in the following ways:

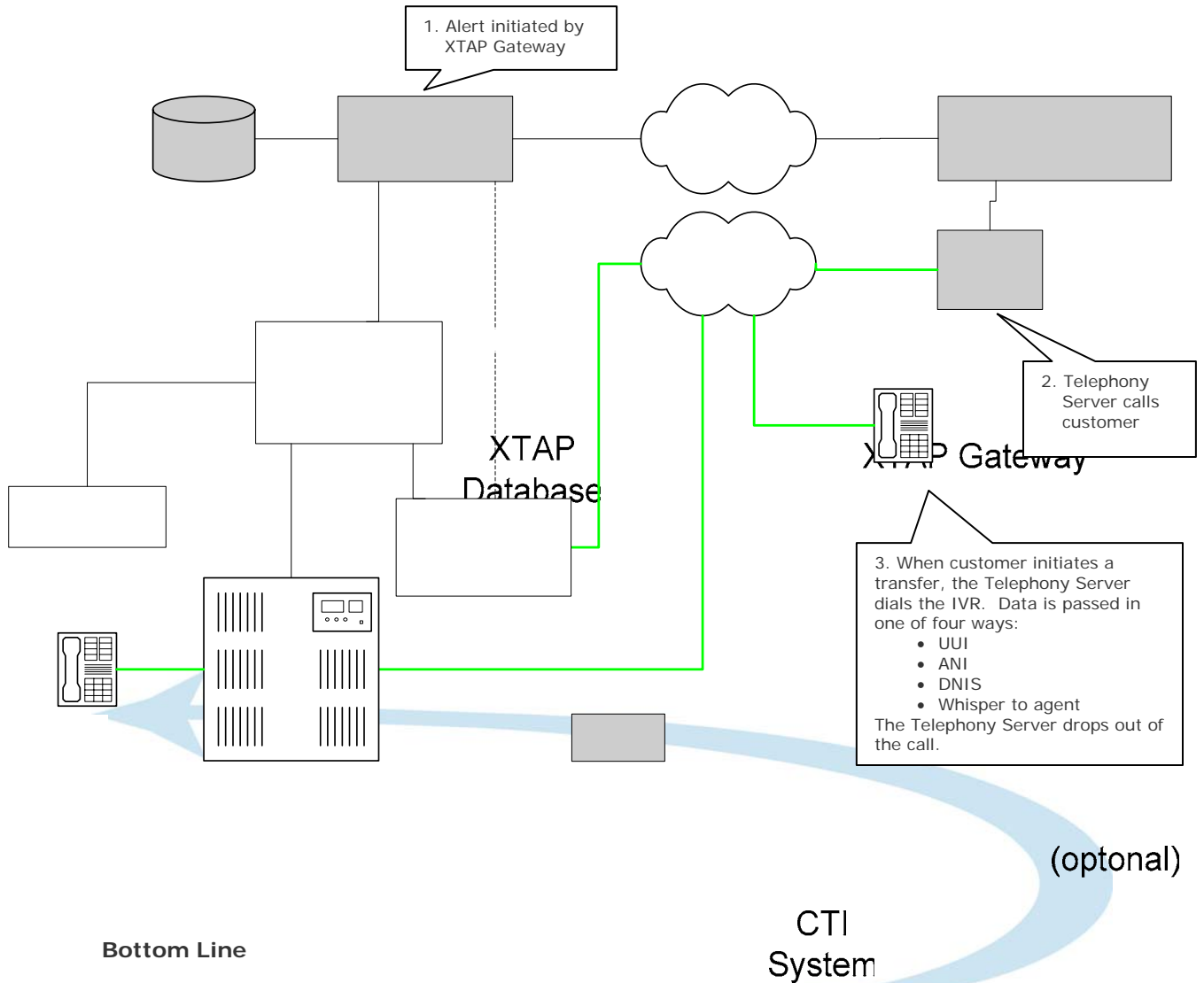
UUI stuffing - The platform can populate the user-user information (UUI) with a customer code during transfers. The UUI option, with some carriers, includes alpha numeric characters that can be defined any way that would provide your agents with what they need to know about the call. This information can be used to make intelligent call routing decisions and/or automatically present customer profile screens to the service agent.

ANI stuffing - The platform can populate the automatic number identification (ANI) with a customer code during transfers to the company contact center. The ANI information, depending on the telephony carrier, can be the 10 digits of your choice.

Reserve DNIS stuffing - Reserve dialed number identification service (DNIS) stuffing is another commonly used method to transfer information between telephony systems.

Whisper technology - PAR3's out-of-the-box whisper technology can also be used in situations where no CTI solution currently in place at the company. When the agent's phone rings - but before the customer is connected, the agent hears a message describing who's on the phone and why.

PAR3 Computer Telephony Integration Process



Increase customer satisfaction. PAR3's support of CTI solutions ensures that the customer who wants to talk to one of your agents will have the best experience possible. At the time of call connection, your agent will have complete information so that the customer's order or question can be handled quickly and efficiently. Your customers will be delighted and your contact center can enjoy the rewards of efficiency.

Control the flow. There are times when your contact center is flooded with calls, and at other times, under utilized. With the flexible PAR3 notification platform, your business can control the outbound alert volume, throttling outbound messages so responses back to your contact center can be handled efficiently, without swamping the available agents. Likewise, if your contact center is experiencing a low call volume, you may decide to "turn up" the number of outbound notifications you send, thereby possibly increasing the number of inbound calls.

To ensure the communication loop between your company and its customers is truly interactive and valuable, turn to PAR3's event-based notification solutions and increase your differentiation, customer loyalty, and sales potential.