

intelli-CTi FOR SALESLOGIX



intelli-CTi™ connects you to your customers by providing the missing link between your telephone system and SalesLogix - enhancing profitability through increased productivity and customer satisfaction.

By enabling your organization's two most powerful tools to communicate effectively together – Sage CRM SalesLogix and the office telephone system, intelli-CTi allows you to provide better, more efficient service to your customers.

Whether you are building solutions for call centers, support desks or customer database systems, by combining your computer and telephone system you can increase productivity and efficiency to capture more business and thus increase your bottom line profitability.

The screenshot shows the 'intelli-CTi' software interface for a 'Call Statistics Report'. It includes a date range filter (11/1/2006 06:00 AM to 11/1/2006 06:00 PM) and a user selection dropdown. The main content is divided into three sections: 'Call Ratios', 'Call Results', and 'Call Timings'. The 'Call Ratios' section shows 202 Inbound Calls and 620 Outbound Calls. The 'Call Results' section shows 638 Established Calls, 83 Unanswered Calls, 22 Missed Calls, 63 Busy Calls, and 16 Invalid Numbers. The 'Call Timings' section shows an Average Call Length of 00:08:08, an Average Wrapup Time of 00:01:03, and a Total Call Time of 111:26:11. The 'Shortest Call' is by user 'Laura Price' with a duration of 00:09:20, and the 'Longest Call' is by user 'Lou Pizzutti' with a duration of 00:38:18.

Call Ratios		Call Timings	
Call Types		Call Times	
Inbound Calls	202	Average Call Length	00:08:08
Outbound Calls	620	Average Wrapup Time	00:01:03
		Total Call Time	111:26:11
Call Results		Most Active Call Time (User)	Linda Walsh
Established Calls (Inbound/Outbound)	638	Shortest Call	
Unanswered Calls (Outbound)	83	User	Laura Price
Missed Calls (Inbound)	22	Call Duration	00:09:20
Busy Calls (Outbound)	63	Longest Call	
Invalid Numbers (Outbound)	16	User	Lou Pizzutti
Total Calls	822	Call Duration	00:38:18

intelli-CTi for SalesLogix logs call statistics to provide powerful real-time business intelligence and management reporting.

What is intelli-CTi?

Through its comprehensive integration with your SalesLogix application, intelli-CTi:

- Enables incoming calls to instantly query your database.
- Enables screen popping of relevant information when you make or receive a call.
- Increases the speed and accuracy of outbound calling by enabling direct call handling from within your SalesLogix application.
- Logs missed calls for call backs to ensure you never miss a potential customer contact.
- Records complete call statistics against customer history, including date, time, duration, Contact, Account, Activity, Opportunity & Campaign.
- Provides SoftPhone features which enable on-screen dialing, favorite number dialing, customizable user preferences and LCD style displays providing visual feedback of call status.
- Provides the ability to quickly and easily navigate to either the Account or Contact record upon notification of an inbound call.
- SalesLogix integration is built within the SalesLogix Architect for full access to further customization to meet your needs.

Be connected. Be connected. Be connected. Be connected. Be connected.



Identify a caller from data retrieved by SalesLogix and go directly to their record.

Any organization can use intelli-CTi and because of its unique telephone switch and business application independence, intelli-CTi will easily and effectively integrate with your SalesLogix system allowing you to benefit immediately from:

Improved customer service levels –

by identifying the caller and having their details instantly available even before you answer.

Increased staff productivity –

by allowing you to handle more incoming calls and increasing the speed and efficiency of outbound calling.

Increased business intelligence –

through call statistics that provide powerful business data for management reporting on agent performance, call ratios, rapid real-time reporting throughout the day and daily call summaries.

Increased return on marketing investment –

by identifying calls associated to marketing campaigns; enabling effective marketing campaign evaluation and management.

Reduced costs –

through reduced call time and the ability to answer calls more efficiently and quickly, meaning increased productivity and lower overhead.

Flexibility for now and the future –

One major issue with CTI integration is that business processes constantly change and can be unknown in advance. intelli-CTi has been designed with an open approach to ensure flexibility of change, adaptability and scalability to meet all your future business requirements.



"intelli-CTi is an ideal product. It does everything we want effectively and has provided benefits over and above our initial requirements"

Kevin Nugent, Landround Marketing Plc



"In the space of a morning, QGate, with intelli-CTi, has CTI enabled 3 fundamental applications...This would have taken a team of people weeks to install a few years ago...superb".

Mike Spragg, e1 Business

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