



## CAPITOL CITY TELEPHONE HELPS BUSINESSES ENHANCE CUSTOMER SERVICE WITH COMPUTER TELEPHONY INTEGRATION.

*By Kim Merrill*

LINCOLN, NE — February 28, 2003 — The scene is a call center for a large mail order catalog company. The phone rings, and as the call is routed to a customer service agent, the incoming telephone number is computermatched with a customer database. The caller's personal data and buying history are matched onto the agent's screen along with a sales script and an order entry form. When the agent answers the call, the customer is greeted by name and all pertinent account data is at the ready. All within a few seconds it took to transfer the call.

Welcome to the world of CTI — Computer Telephony Integration. CTI represents one of the most far-reaching technology trends in today's sophisticated world of communications. Described as a dynamic interaction of computers and telephone systems, CTI is changing how businesses use their telephones. And Capitol City Telephone is at the forefront of this communications revolution.

According to Bob Walter, president of Capitol City Telephone, CTI extends beyond the functional integration of computing and telephony. It incorporates a seamless convergence of computing and telecommunications at all levels — the desktop, the work group, the enterprise and beyond. And while it represents the primary communications medium in people-to-people interaction, CTI can enhance the process with the addition of text, video and graphic elements, to recreate the way people naturally communicate.

CTI allows the transaction processing and the business support processes associated with computers to be enhanced with the voice communication services needed for personal interaction. The result is the interaction of the "people" aspects of the business with the process support technology infrastructure.

Walter noted that today's businesses are overwhelmed by the choices and options available with today's phone systems. Capitol City keeps abreast of all the latest technology and how it's changing and evolving on a daily basis. "When a customer comes to us, it's generally because they're in trouble. They're losing calls, losing business and they need someone to help them fix the

problem. We analyze their needs and make recommendations that worked with their way of doing business."

Capitol City emphasizes that the potential benefits of CTI go beyond the call center applications. Sales departments can optimize selling time by using automatic dialing from a prospect database. A sales representative is connected only when a prospect picks up the telephone. While making the sales presentation, the sales rep builds a customer profile on the computer. The newly created database entry can be forwarded to a retailer, or used to mail literature or create a call back directory for future follow-up.

The telephone conference call can be dramatically enhanced with the ability to deliver text, graphics and video with voice communication. Team members can share information from various databases, exchange ideas and collaborate effectively from a variety of locations, all in real time.

Additionally, for corporate road warriors, being out of the office no longer means being out of touch with customer contact information and resources. With a simple phone call at any time of the day or night, business travelers can access messages, customer databases and time-critical information.

Capitol City has developed a checklist for companies considering the implementation of today's sophisticated CTI systems. Companies should complete the checklist using input from their user groups or departments being considered for CTI. An ideal candidate will score "hits" on several factors in each of the three categories.

### **Organizational Needs:**

- Increasing customer service
- Reducing response time
- Greater support for off-site and mobile staff
- Increasing customer retention
- Reducing human error
- Increasing telemarketing effectiveness
- Improving overall productivity

### **Workplace Characteristics:**

- Staff directly dedicated to customer process
- Staff grouped by departments, work group or project teams
- Telephone on desk

- File, print and other servers on the LAN
- Repositories of customer information and/or host database
- Toll-free number or other phone company/network services
- Company phone numbers published in advertising and literature
- Single or multiple locations
- Voice mail

### **CTI Expectations and Corporate Fit:**

- CTI will be treated as a strategic resource, not a cost-savings tool
- CTI will become an important management process
- CTI data will be used to improve or influence products and processes
- CTI will not be viewed as a personal replacement tool, but as a productivity enhancement. If the appropriate environment exists for implementing a CTI solution, Capitol City will develop the business's needs and goals, develop a methodology and implement a pilot program. "We help our business clients clearly define the desired objectives and show how the results will be measured. If a company is ready for CTI, the results are usually dramatic," said Walter.

### **About Capitol City Telephone**

Capitol City Telephone was founded in 1993 by Bob Walter to provide the highest levels of service to businesses in eastern Nebraska. Previously, Walter was a co-owner of Midwest Telephone and Sound for 11 years. Capitol City Telephone is a factory authorized dealer of a number of telephone systems, including ESI, NEC, and all Panasonic systems. Capitol City Telephone is a member of the Technology Assurance Group (TAG), the nation's leading organization of independently owned telecommunications companies. The TAG relationship enhances Capitol City Telephone's ability to provide its business customers with voice and data services on a national basis as well as access to a wide variety of products and the industry's best rates for long distance and Internet services. For more information on Capitol

City Telephone, please call 402-467-2121 or visit [www.cctelephone.com](http://www.cctelephone.com)