# MCL

# Telephony Services

# And

# Case Studies



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MCL is a pioneer in developing telephony applications. We have been working on telephony since our inception in 1988.

This documents details our telephony services offerings.  Besides a description of our services and its applications, a few case studies have also been provided.

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# Computer Telephony Integration

Computer Telephony Integration or CTI refers to a high level application that interacts with a telephone switch or PBX to receive real-time information about its activities and operations – calls, their statuses, line statuses, user logins and logouts etc.  In most cases, it uses a proprietary API provided by the PBX manufacturer.  This application is normally written in C++, .Net or Java.

Real-time information on calls and line statuses can be very useful in a call center environment for the following purposes –

**Work-Force Management** – Scheduling agents optimally and computing their performance metrics is achieved by a work-force management application which relies on a CTI application and historical call volume data.

Optimal scheduling of agents is important so that customers do not wait long before being answered  as well as agents do not sit idle waiting for calls.  This is achieved by taking historical data of call volumes over different periods of hours, day, week and month.  Besides the historical data, CTI provides real-time information about the wait time for a customer, agent idle time between calls, call durations and the delay by the agent before the call is answered.  CTI data and the historical call volume data is taken to schedule agents appropriately and optimally.

Agent performance metrics are computed based on the CTI events received from the PBX.  CTI provides real-time information of an agent login / logout, the duration when a call is offered to the agent and when it is answered, the call duration and the idle time between calls.  These data can be combined with conversions and customer satisfaction data to analyze agent performance.

With more agents working from home, work-force management application integrated with CTI gains importance to schedule them optimally, compute their work-hours and compute their performance metrics.

**CRM integration** – Our CTI integration to a CRM system can yield great benefits in a call center environment. CTI provides the caller ANI and DNIS information which can be used to fetch details of the caller and provide a screen-pop to the Agent. Necessary call metadata can be automatically updated on the CRM.

**Call Recording** – CTI events provide real-time events of when to start and stop a call recording. Besides this, the CTI events provide metadata such as ANI (Caller Telephone number), DNIS (the number caller dialed), Dialed Digits (For an outbound call), the extension and the agent who answered the call. These metadata can be tagged to a call recording to help in searching for a required call, provide real-time reports on call center operation and compute performance metrics. MCL has experience with call recording on both TDM as well as VOIP environments.

MCL has experience with the following switch manufacturer's API –

- Avaya
- Aspect
- Cisco
- Tadiran
- Mitel
- Genesys

MCL CTI telephony services can be used to

- Provide Work-Force Management, Call recording and integration with your existing CRM
- Develop a CTI application to integrate with your existing work-force management application
- Develop a CTI application to add call meta-data to your existing call recording application
- Develop and integrate CTI to your existing CRM
- Develop an independent CTI application to provide useful statistics and performance metrics of the entire call center operation
- Integration, Implementation, configuration of third party applications
- Trouble-shooting and Fixing any telephony issues in a call center environment
- Customized reports and BI on your call data
- Customized notifications, alerts and real-time dashboards