

CTI for CRM



TC/Snapware for CRM

Feature Overview

Call-Receiving Functionality

- *Manage incoming calls with drag-and-drop functionality*
- *Central administration and workload balancing*
- *User functions: Caller ID, Call-waiting ID, Call Accept, Call Transfer, VoiceMail Transfer and Call Back*

Call-Sending Functionality

- *Direct dialing from Lotus Notes, Microsoft Exchange and SAP address books*
- *Automatic redial on busy signal, with call scheduling*
- *Simultaneous access to notes from previous calls*

Superior Integration

- *Fax, Internet mail, VoiceMail, Paging, Telex, X.400 and all major PBXs*
- *SAP, ActiveX, MQSeries and our own TOPCALL API*
- *WAP, IVR and E-Commerce ready*
- *Global support services*

Introduction

Computer Telephony Integration (CTI) enables a messaging environment to become more efficient and productive. TOPCALL, a provider of business-critical messaging solutions for over 25 years, has embraced Customer Relations Management (CRM) and has focused our efforts on providing a critical tool to your success in this business environment. TOPCALL Snapware ensures accurate and reliable communications while supplying the user with data relative to the task at hand, which results in reducing your operating costs and increasing your revenues by increasing peak call volumes and customer satisfaction.

The Product

TOPCALL Snapware is the solution for automating, streamlining and creating efficiencies in your CRM process. It provides your users with a single point of management for their incoming and outgoing calls, while seamlessly integrating their telecommunications with critical business applications and the IT infrastructure. Additionally, it establishes a central point of administration for all of your messaging functions – resulting in lower costs for implementation, operations and administration.

Integration

TOPCALL Snapware uses the TOPCALL Communication Server one as the central processor for incoming and outgoing telecommunications. Because TOPCALL Snapware is an added function of Communication Server one, it utilizes all of the capabilities of the server. Plus, it adds functionality and integration with your critical business applications that, until this point, have been excluded from the Unified Messaging environment. TOPCALL Snapware becomes the answer for full customer service automation, with the same reliability and support as all TOPCALL messaging solutions.

Business Value

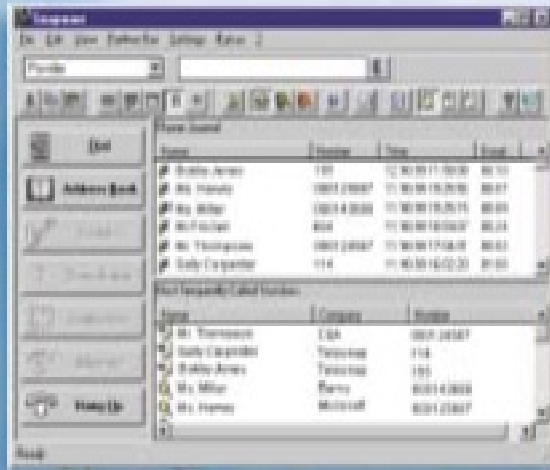
The TOPCALL Snapware solution generates higher employee productivity, more accurate and timely use of data, a higher level of customer service and an overall exceptional customer experience. With TOPCALL Snapware, you can give your business the tools to offer a level of service that will set you apart from the competition, establishing a competitive difference that is key to your business' success.

Notes is a registered trademark of Lotus. Exchange and ActiveX are registered trademarks of Microsoft Corp. GroupWise is a registered trade-mark of Novell. MQSeries is a registered trademark of IBM Corp. SAP is a registered trademark of SAP AG.

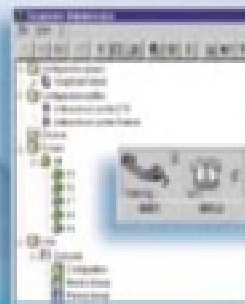
CTI for CRM



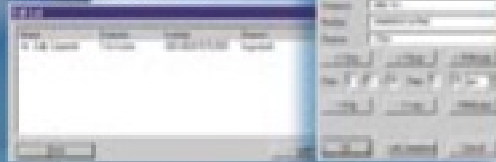
TOPCALL Snapware's Softphone offers full telephone functionality direct from the desktop



Management has a range of tools available to control the environment, including the partner bar.



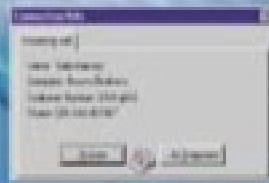
Call lists and call-scheduling increase efficiencies



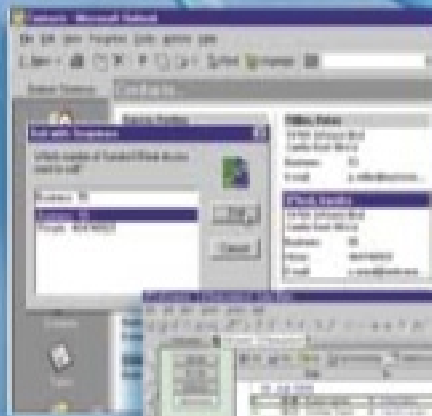
Call diversion with drag-and-drop



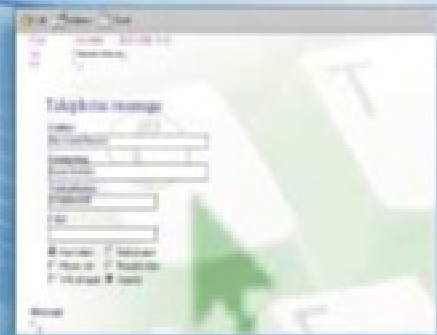
Caller ID pop-up window



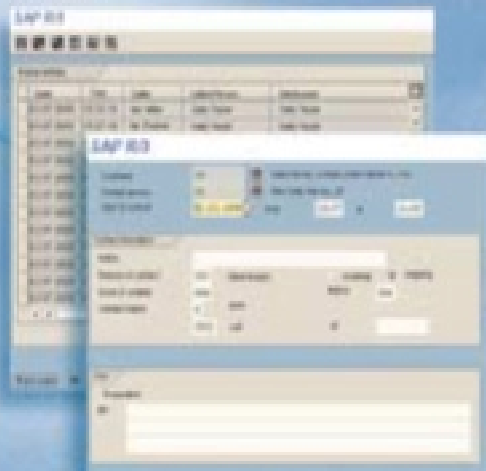
Direct Dialing from Microsoft Outlook



Web access



SAP R/3



Lotus Notes

