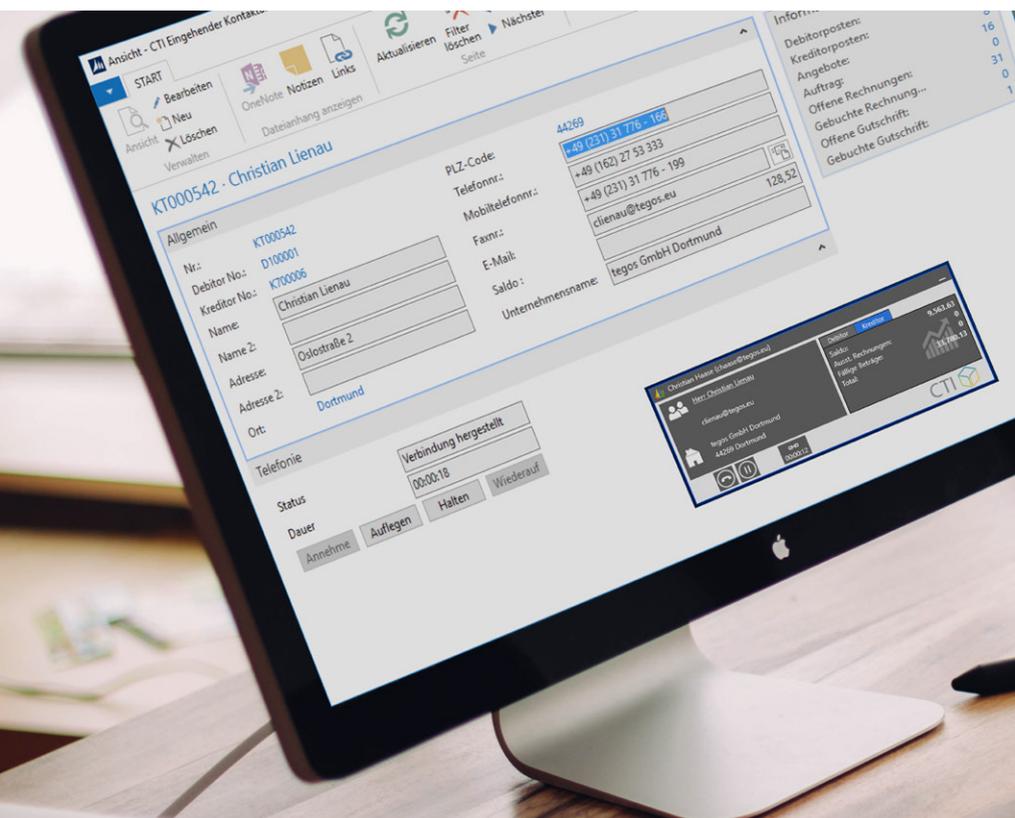




CTI – Computer Telephony Integration

For your Microsoft Dynamics NAV-based
Industry software



'With our CTI, we are offering our customers a powerful tool for Microsoft Dynamics NAV, which can minimise reaction times to customer queries and tangibly increase customer satisfaction.'

Christian Haase, CEO
Simova GmbH

THE OPTIMAL CONNECTION TO YOUR CUSTOMERS

Nothing is as important as a conversation with customers or business partners, even if it is just by telephone. Our CTI solution is the ideal tool to bring the communication with your customers to a new level and to significantly optimise it.

CTI stands for the **integration of telephony and EDP** (Computer Telephony Integration). The Simova CTI **links the telephone (numbers) with the desired information** related to your business partners. When calling a contact, all relevant data is displayed immediately, such as revenue, open items, existing contracts, etc. The employees are then always as well informed as possible, without having to compile the necessary data from the company software.

Microsoft Dynamics NAV doesn't even have to be open to have all of the important information about a caller displayed when a contact calls. Inversely, a phone call can be initiated with a click of the mouse when viewing a customer's information.

The data related to a call is permanently saved and can be incorporated into targeted marketing campaigns. As such, the telephony component of customer relationship management can be evaluated and analysed retrospectively, so that telephone campaigns can therefore be carried out more effectively.

An additional little feature is the ability to change the colour design of the CTI to suit individual needs.

System requirements

Based on the latest technology, our CTI can be seamlessly integrated into all **Microsoft Dynamics NAV versions from 2013 onwards**, and is compatible with all industry and custom solutions based on Dynamics NAV.^{*)}

^{*)} Integrating into older versions of Microsoft Dynamics NAV is also possible, but requires a little more work. Feel free to contact us – we would be happy to advise you on the options for integration.



BENEFITS FOR MANAGEMENT

As Managing Director, you always have your sights set on securing success and the competitiveness of your company. You are always constantly on the lookout for opportunities to optimise workflows and increase productivity. Our CTI offers a solution to significantly improve the communication with your customers and business partners.

CTI from Simova provides your employees with all business-relevant facts when in a call with a customer or business partner. Instead of first having to search for the necessary information, your employees save time and are prepared to directly react to queries and provide information. As such, **customer satisfaction** and **productivity** are increased within your company, and you can generate sustainable added value.

The CTI from Simova is based on the latest Microsoft technology, and is constantly being developed even further. The integration in Microsoft Dynamics NAV ensures **the highest measure of investment security**.

Simova GmbH's know-how, established during many years as a particularly well-qualified Microsoft Partner, allows us to offer the advanced Microsoft technologies and guarantee the **longevity** of the entire solution.

Furthermore, our CTI solution distinguishes itself thanks to a **short implementation period**, and therefore guarantees a **high return on investment**.

Your highlights

- **Increased productivity and customer satisfaction**
- **High level of investment security**
- **Microsoft as a future-safe technological basis**
- **High return on investment thanks to a short implementation period**



BENEFITS FOR EMPLOYEES

When you have a lot of customers, it is generally impossible to know all of them well and remember every detail of the history of their relationship with you. The same is true for transactions with distributors, service providers and other business partners. The result: if a customer or business partner calls, it may be the case that you need to first take the time to find the relevant documents and information on the system and prepare your response.

With the Simova CTI, you are always well prepared for any correspondence, and are automatically **provided with all crucial information** when you receive a call from a customer or business partner, without having to make the effort to first collect all of this information yourself. You **save valuable time** and can respond to the caller's queries or concerns more quickly.

The CTI is a **flexible tool** that can be customised completely according to your requirements. When in a call with a customer or business partner, a window opens that displays exactly the **information** that is important to you, such as revenue, offers, etc.

In other words: you decide what you want our CTI solution to show you.

The CTI from Simova can be integrated into your CRM system. In doing so, all **activities** with individual contacts (e.g. called out, not reached, called by contact, not reached by contact) are **logged** and can be viewed on the **contact card**.

Your highlights

- Caller ID and display of contact information
- Quicker response times
- You decide what information is displayed
- Complete integration in the CRM system enables call logging



Think outside the box.

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