simova
think outside the box

CTI | COMPUTER TELEPHONY INTEGRATION

Data from your NAV business solution
at a glance with every call

THE IDEAL CONNECTION TO YOUR CUSTOMERS

Nothing is as important as the conversation with the customer or business partner, even if it is „only“ on the phone. Our CTI solution is the ideal tool for taking communication with your customers to a new level and significantly optimizing it.

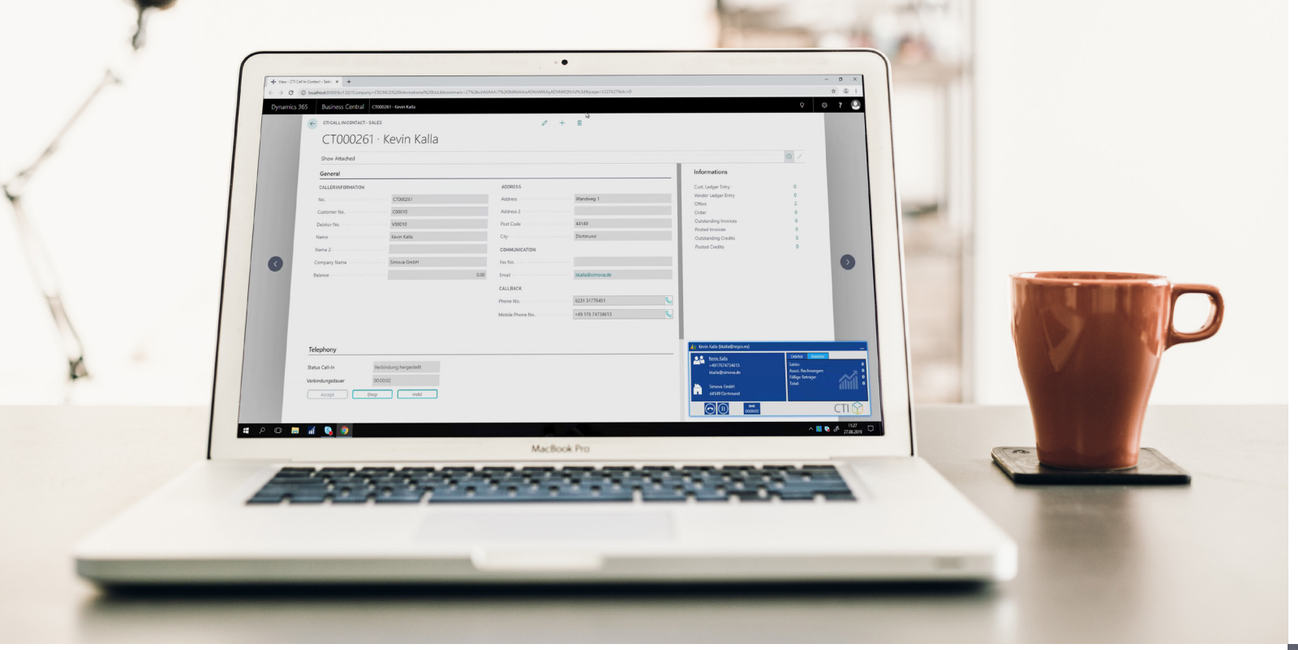
CTI stands for the integration of telephony and EDP (Computer Telephony Integration). Simova‘s CTI links telephone (numbers) with any data about your business partners. When a contact is called, all relevant data, such as turnover, open items, existing orders, etc. are displayed immediately. The employees are therefore always well informed without having to search for the necessary data records in the company software.

Microsoft Dynamics NAV does not even have to be open to display all important information about the caller when a contact calls. Conversely, a call can be started directly from the customer data at the click of a mouse.

The data of a call is stored permanently and can thus be assigned to targeted marketing actions. This makes telephony an integral part of customer management and can be evaluated and analyzed retrospectively so that telephone actions can be controlled more effectively.

As an additional small feature, you can use CTI in the colour design according to your preferences.

Source: https://www.fonial.de/wissen/voip-telefonanlage/



ADVANTAGES FOR MANAGEMENT

As managing director, you have a firm focus on ensuring the success and competitiveness of your company. In addition, you are always on the lookout for ways to optimize work processes and increase productivity. With our CTI we offer you a solution with which you can significantly improve communication with your customers and business partners. CTI from Simova provides your employees with all business-relevant facts when a customer or business partner calls. In this way, you increase customer satisfaction and productivity in your company and generate sustainable added value.

With Microsoft, Simova's CTI is based on the technology and is constantly being further developed.
The integration in Microsoft Dynamics NAV guarantees a maximum of investment security. In addition, our CTI solution is characterized by a low implementation time and thus guarantees a high return on investment.

- Increase productivity and customer satisfaction
- High investment security
- Microsoft as a future-proof technological basis
- High return on investment due to low implementation period

SYSTEM REQUIREMENTS

Based on the latest technology, our CTI can be seamlessly integrated into all Microsoft Dynamics NAV versions from 2013 and is compatible with all industry and individual solutions based on Dynamics NAV.

The requirement for using CTI is a TAPI-capable telephone system.

ADVANTAGES FOR EMPLOYEES

With a large number of customers and business contacts, it is usually impossible to always have all the details of the business relationship in mind. The result: telephone calls have to be prepared in a time-consuming manner, and you lose time researching information for incoming calls.

With CTI from Simova, you are optimally prepared for every contact, as all the information relevant to you is displayed directly on the automatically opening card.

CTI can be integrated into your CRM system. This means that all activities with individual contacts (e.g. called, not reached, called by contact, not reached by contact) are logged and can be viewed on the contact card.

- Caller identification and contact information display
- Faster response and reporting capability
- You determine which information is displayed to you
- Complete integration into CRM system enables call logging

Simova GmbH | Wandweg 1 | D-44149 Dortmund
+49 231 31776-448 | vertrieb@simova.de | www.simova.de