



www.cytrack.com

Unified Communications & Call Centre Solutions



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The CyTrack Unified Communications & Call Centre Suite of products deliver advanced business benefits and functionalities that the integration of PC's, Telephones and the Internet enables – from E-Mail, Instant Messaging, CRM and ERP applications, with technology that is affordable for everyone and with a simple interface that makes it 'people-ready'.

The Telephone has made an enormous impact to the way we communicate and do business and is still one of our most used business tools and yet is vastly under utilised and under exploited given the technologies available today.

But in just one decade, we have seen a proliferation of dozens of new forms of communication: Internet, email, web messaging, voip, video conferencing and the list grows each day. That combined with an increasingly 'remote' and 'global' workforce, means our clients need better ways to service customers and manage staff. The rapid move to globalisation, and the market demand for choice, time efficiency and 'on-demand' services, means everyone who deals with customers needs to be proactive with the strategies they employ.

So, given these needs, CyTrack has responded by developing a cache of modular applications to help our clients navigate this minefield of customer service and staff management challenges. We understand that one size does not fit all, so these apps have been built as independent or combined solutions, allowing clients to pick and choose the components that work for them.

CyDesk

Telephony & Unified Communications Manager

Link your most important tools – The PC, Telephone and Internet CyDesk™ is an advanced service management system, allowing you powerful, yet easy to use access to handling all the communications that come in and out of your organisation. CyDesk™ can be used stand alone or integrated to Outlook or your Customer Relationship Management System (CRM) or Database, Access and many other Windows Based Applications. All standard telephone controls such as answer, hold, re-dial, conference and transfer are now easier and in fact better supported now it can be done from your PC.

- o All Telephony controls from your desktop
- o Click to Dial & Drag and Drop Call Control
- o Screen Pop on incoming call via Outlook, CRM or Database integration
- o Log call history to your CRM
- o Review colleagues status with CyDesk™ 'presence'
- o Manage your calls with speed dials, re-dial, missed call and received call lists
- o Optional - Add SMS – see CySMS™
- o Optional - Add voice recording – see CyRecord™
- o Optional - Screen Calls and announce Outlook meetings and availability to callers – with CyLive™
- o Optional - Integrated Reporting, Analysis and Billing with CyReport™

CyRecord

Integrated & Flexible Voice Recording

Get your Facts Right ! For many businesses recording telephone calls is a necessity - whether for training purposes, or recording forms part of a business contract, or is required as a fail safe or is required for documentation - voice recording is a serious business technology today. CyRecord™ provides desktop voice recording with optional integration to desktop applications and your CRM solution.

CyRecord™ can be configured to record messages On-Demand, Randomly or Full-Time. Connection via desktop USB, Extension or Trunk side available. Messages are recorded as .wav or MP3 and stored on your PC or Network Folders.

Advanced Features available for Call Centre Applications at Low Cost.

- o Record on Demand, Random or All Calls
- o Files stored as .wav or MP3
- o Compressed storage approx. 120k per minute via MP3
- o Connection via desktop USB, or Server based for Extension or Trunk
- o * Link recording file to date, time, agent name, call completion codes and customer name
- o * Auto-link to CRM or Outlook customer record
- o * Allow/Disallow user playback and email of recordings direct from CyDesk™ client

* - only available when integrated with CyDesk™

CyReport

Business Intelligence Reporting

What gets measured, gets managed - the old adages still 'ring' true. CyReport™ is a powerful business reporting system that analyses calls, agent statistics, call centre results and billing information.

From a company wide analysis, or whether broken down by department or team, even just on a single extension, CyReport™ provides the information on your most important area of business, how you are communicating with your customers, what your performance is and where the costs are coming from.

Empower your business with accountability, create new chargeable or chargeback services, manage and check your telephone costs, or identify areas of performance that need improving.

- o Powerful SQL based engine
- o Reporting of Telephone & Call Centre data in one module
- o Simple to operate
- o over 150 reports
- o Report output to Print, CSV, PDF, Excel, E-Mail
- o Customisable Bill format Reports with optional Tax settings
- o Powerful carrier tariff configurator
- o Directory & Information Module
- o Multi-User & Multi-Site options
- o Serial and IP logging
- o Serviced Office & Hospitality specialised modules

CyConsole

Intelligent Unified Communications for Front Desk Operators

Empower your front desk staff to create real 'wow factor' in the way customers are handled. By giving reception real time visibility of the client, CyDesk™ operators, and on-screen history, your customer enquiries are personal and friendly, and handled with efficiency and accuracy.

CyConsole™ provides computer assisted functions to enable superior operator service for any busy front desk environment - especially suited to Serviced Offices, Hospitality, Bureau Services and Corporate Use.

Drag and Drop of calls, or Simple Click and Transfer, Integrated Directory of Users and Departments and optional Integrated Messaging options.

- o Drag and Drop, Simple Mouse or Function Key - Operation
- o Full screen/toolbar control
- o Name/Company/Initial
- o In-Dial Answer Script
- o Integrated Directory Tree for information and click to transfer
- o Call Scratch Pad
- o Integrated Message Centre and E-Mail
- o Call Time Counter
- o Speed Dials and Extension Status - Display



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Multi-Media Super Highway Inbound Call Centre

CyQ™ is the super-highway of managing your customer enquiries

Route callers to the best person to receive the call – in real time or even give customers the option of hanging-up, but maintaining their place in the queue. But this is where the superhighway comes in, CyQ™ can manage multimedia customers giving them the option to sms, web chat, email, fax or even web call-back.

- o Multi-Media Call Centre Management for Telephone, Email, Fax, SMS, Web Call-Back & Instant Messaging
- o Real-Time Administration Interface
- o Skills-Based Routing
- o Configurable Announcement Manager
- o Auto-Attendant
- o Queue Priority and Overflow Management
- o Drag and Drop Agents and Callers
- o Configurable Threshold alarms
- o Database/CRM Integration
- o Configurable Completion & Wrap Up Codes
- o Optional Call-Back in Queue Module



Multi-Media Outbound & Telemarketing Call Centre

Speak to more customers and prospects

- operate more efficiently to contact them - ensure you meet industry and government guidelines. CyCall™ is the most affordable professional Tele-Marketing & Outbound Management & Reporting system for all businesses. CyCall™ provides your business with the means to setup and manage outbound teams to target your customer and prospect lists in targetted campaigns and produce results. Calling large numbers of potential prospects or carrying out large surveys requires a professional and well planned approach to make the task a success. CyCall™ provides you with the tools to ensure productivity is at its highest and the process is efficient.

- o Campaign Administration Interface
- o All Campaigns and Agents available activity in Real Time Screen
- o Campaign Schedule for Auto Able/Disable
- o Preview/progressive/Pre-Emptive Dial Modes
- o 'Do Not Call' Compliance Measures
- o Database/CRM Integration
- o Configurable Completion & Wrap Up Codes
- o Re-Call Scheduler
- o Configurable Agent break-out codes



Intelligent Interactive Voice Response (IVR) Server

CyLive™ – Get personal without the person...

CyLive™ is a powerful interactive voice response engine, allowing you to create sophisticated 'self-serve' workflows for your customers such as pay-by-phone, personal services, online information service. The possibilities are endless.

CyLive™ is designed to offer very sophisticated features with a user configurable interface that uniquely provides a IVR designer tool in a flow chart design .

- o CyLive™ IVR Designer Tool
- o CyLive™ Real Time Monitorboard
- o CyLive™ Reports Generator
- o Integration to CyTrack Call Centre Modules
- o SQL Database architecture
- o Customer database or CRM integration
- o Speech Recognition and Text to Speech



Integrated SMS Module

SMS anyway – anyhow, with CyTrack CySMS™.

All our modules include SMS functionalities, whether for customer service such as SMS Call-Me, Tele-Marketing SMS bulk-out or SMS system alerts for administrators, or SMS to and from your desk to clients, partners and team members.

CySMS™ provides efficient and directed means of communicating with your partners and clients via SMS.

- o User SMS - send and receive from your PC desktop via CyDesk™
- o CRM or Database integration
- o Standard templates management
- o Tele-Marketing SMS - via CyCall™
- o SMS for customer callback - via CyQ™
- o SMS alerts via CyQ™ & CyReport™
- o Customised functionality & services on request
- o Server based SMS Solution
- o Only requires Internet connection
- o Simple monthly billing plans
- o Aggressive rates for small to bulk users



Instant Message Web-Chat Module

The CyTrack Web-Chat Instant Messaging module !

Offer your customers and partners an easy way to get instant access to your team via Web-Chat Instant Messaging. CyChat™ can be sold stand-alone and integrate with your customer database or CRM for enhancing Web Chat into your customer service mix, and/or integrated with our CyQ™ for agent Multi-Media Call Centre functionality. CyChat™ can direct the web chat request to Microsoft Office Communicator users or our own CyChat™ desktop client.

- o Available stand-alone with CyDesk™ or as a Call Centre solution with CyQ™
- o Route Chat requests to agents via availability and skills
- o Ability to transfer chats and dialogue to colleagues or supervisors
- o Database & CRM integration
- o Log history to your CRM
- o Review colleagues status with CyDesk™ 'presence' management
- o Leave a message when offline
- o Optional - Integrated Reporting, Analysis and billing with CyReport™

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