Enghouse Interactive

MyCom AG

Standardizes on CT Connect to Enable CTI Capabilities for its Multichannel Contact Center Software

Overview

INDUSTRY
Software

CUSTOMER PROFILE
A German company specializing in call center solutions

GOALS
Reduce development time and enable them to rapidly deply MYKENE in a wide range of customer environments

SOLUTIONS
Use CT Connect to enable CTI capabilties for the MyCom AG Communications Center System allowing them to leverage a single integration model

BENEFITS
- Significantly reduced the time, cost and complexity of adding CTI capabilities to MyCom AG Communications Center System

- Saved an average of $70,000 per switch in development costs

- One time integration to CT Connect enabled their system to easily function in a wide range of customer environements

- Significantly shortened deployment time and generated rapid ROI for MyCom AG clients

Challenges

MyCom AG, a German company specializing in call center solutions, developed the MYKENE Communications Center System, innovative software for better managing customer information and multichannel communications. MYKENE is a highly flexible solution which MyCom then integrates with a client's existing infrastructure and tailors to their service processes.

Computer telephony integration (CTI) is an extremely important element of the MyCom solution. It unites telephony and data systems to enable agent screen pop, sophisticated call routing and predictive dialing capabilities. Traditionally, integrating with a PBX is a tedious, time consuming project. It can take 3-4 months to develop an API for a single switch model. Rather than spend precious engineering resources on basic integration issues, MyCom sought a solution that would reduce development time and enable them to rapidly deploy MYKENE in a wide range of customer environments.

Solution

Rather than develop an API for every PBX model, MyCom chose to standardize on Syntellect CT Connect™ to enable CTI capabilities for the MYKENE Communications Center System. Syntellect CT Connect is standards-based CTI software that provides out-of-the-box integration with

"CT Connect is the most reliable CTI software solution on the market today. If our engineers did the integration work themselves, it would take 3-4 months for each particular PBX model. Syntellect CT Connect significantly shortens deployment time and generates rapid ROI for our clients."

Karsten Reimann, Chairman
MYCOM AG

over 20 leading PBX, IP-PBX, Automatic Call Distribution (ACD) and IP communication environments. This allowed MyCom to leverage a single integration with Syntellect CT Connect to make MYKENE compatible with all of the PBXs/ACDs that it supports.

Results

Syntellect CT Connect significantly reduced the time, cost and complexity of adding CTI capabilities to MyCom's MYKENE Communications Center System. By eliminating the need to write individual integrations for each PBX model, MyCom saved an average of $60,000 to $80,000 per switch in development costs. Their one time integration to Syntellect CT Connect enables MYKENE to easily function in a wide range of customer environments and frees MyCom's engineering team to concentrate on product enhancements.

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By adding Syntellect CTI, MyCom was able to enhance MYKENE and provide a more comprehensive contact center solution with additional capabilities:

- Agent Screen Pop – Using Automatic Number Identification (ANI) from the PBX, this solution can take the phone number from which the customer called and match it with the customer's record in MYKENE. This information is then sent to the agent's desktop along with the call. Pre-identifying customers shaves an average of 15-20 seconds off each call and enables the agent to engage in a more personalized and meaningful conversation from the start.
- Sophisticated Call Routing – By combining PBX data and business rules, organizations can deploy call routing schemes that maximize agent availability and ensure callers are connected to the best agent, the first time.
- Predictive Dialing – To increase the efficiency of outbound campaigns, this solution automatically dials a database of customers and transfers the call to an agent when answered.

MyCom's MYKENE has quickly become the solution of choice for businesses that depend on efficient service and for call centers that want to provide great service. For example, DV-Com, a rapidly growing premium provider of customer care services, worked with MyCom to maximize the productivity of their two call centers. Their agent screen pop solution significantly cut call time and the predictive dialer increased the efficiency of outbound calling programs by 40%.

MyCom also helped Getaline, an outsourcing solution for companies looking to improve customer communications, deploy inbound and outbound solutions that streamlined call handling operations and increased agent efficiency. Using an agent screen pop solution to automatically identify customers as they called in, Getaline was able to reduce average call time by 15-20% and realize a significant cost savings.

About Enghouse Interactive

Enghouse Interactive is the union of products and expertise from leading solution providers including: Arc Solutions, CosmoCom, Datapulse, Syntellect, Telrex, and Trio. Now a single, global organization, Enghouse Interactive delivers flexible and scalable solutions that will meet a company's communications needs across their organization, including: global communications management, contact center solutions, attendant consoles, IVR or self-service solutions and call recording and quality management tools.

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