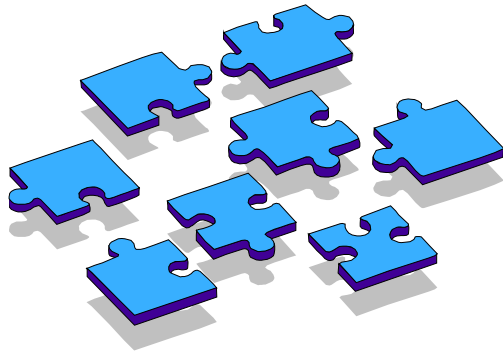




Gaining The Competitive Edge Through CTI

**The Logical Choice for
Your CTI Integration Partner**

Solving the Puzzle



- In today's fast paced world, customers are demanding near instantaneous service. They expect wait times to be short, prefer to interact directly with the enterprise's knowledge base, and want complicated transactions be handled completely by a single service agent.
- Innovative managers are looking to re-engineer customer service processes enabled by leading edge technologies such as CTI. The objective - to gain a competitive edge and meet the expectations of customers and shareholders. There are many pieces to building world class customer service and their integration into a total business solution can be costly and risky.

An Emerging Solution

- Organizations are turning more and more to the automation of their customer service centers through Computer Telephony Integration (CTI) and complementary technologies such as Interactive Voice Response (IVR).
- CTI offers the promise of improved customer satisfaction and lower call center costs.





Merging Media Brings Opportunities

- Electronic media are converging. The traditional distinctions between telephony and data networks is blurring. It is essential to monitor these trends to seize a competitive advantage.
- Most organizations today have large investments in their existing data and telephony networks. CTI is the technology that ties these two networks together to offer better customer service.

CTI is Poised ...

- *“New technologies and standards are making baseline CTI functionality part of most desktop systems sold today - lowering price points and making it much easier to deploy CTI applications.*
- *Moreover, CTI is poised to redefine how user organizations architect and build their on-premise telephony networks. This in turn will have a large impact on the market for traditional telephone network devices, such as PBX switches. Quite simply, both information systems (IS) and telecommunications executives need to understand the benefits and ramifications of CTI as part of their planning process.”* Aberdeen Group

CT delivers Improved Customer Service



- The integration of data and telephony networks allows for:
 - Control of incoming and outgoing telephone calls based on information contained in the data network;
 - Initiating activities on the data network based on a telephone call or fax; and
 - The delivery of data (internally and externally) in all formats (text, sound, images and video).



A Representative Business Scenario

- The following representative business scenario is a composite of systems that we have integrated and leading edge features that can be employed to meet your customer service and business needs.

CTI in Action



IVR
Answers

CTI
Routes



CTI
Routes



Nancy Smith
Customer

Jim Thompson
Customer Care Agent

Rena Sankaran
Product Agent

A simple account inquiry

- Answers Query
- Sells premium services

- Quotes and closes products and services.

CTI in Action

A Customer Request for Information



Incoming Call



- Nancy Smith, a customer, calls a customer service toll-free number with a billing inquiry. She is greeted by an Interactive Voice Response (IVR) system, selects the account balance option, and enters her account number.
- If the system identified that her account was in default, she would be automatically transferred to the credit department (skills-based routing).
- After receiving her account balance she selects the option to speak with a Customer Service Agent.



CTI Adds Value

Skills-based Routing

- Her call is routed directly to agent Jim Thompson who greets her by name. Agent Thompson was selected by the system as Ms. Smith's file shows she has not signed up for premium services. Agent Thompson is skilled in selling these services.

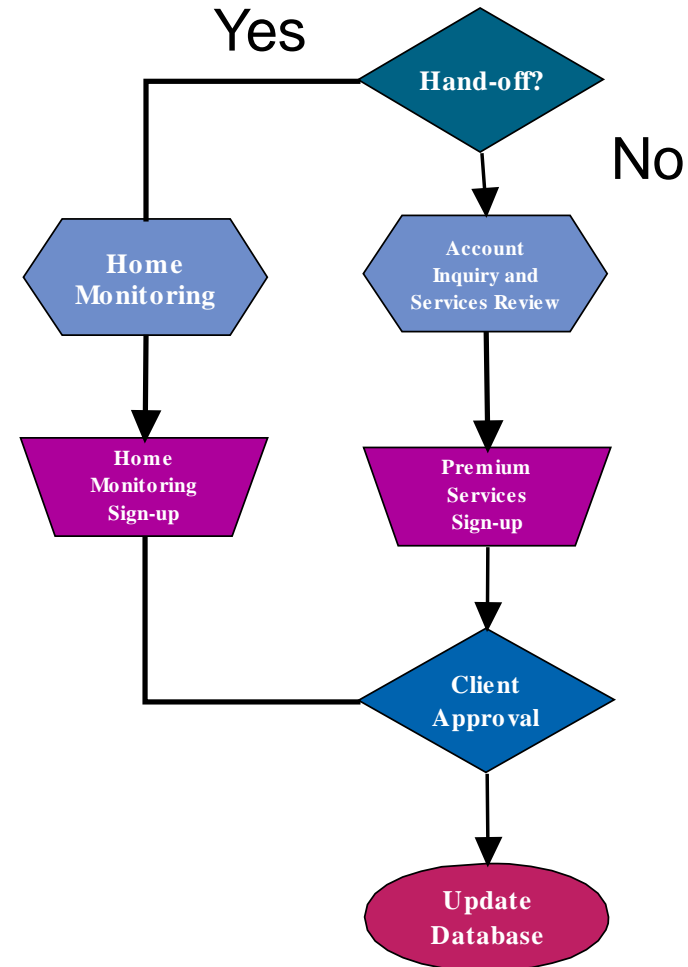
Transferring to a Specialist

- Agent Thompson's computer screen displays her profile. He is able to quickly resolve her billing inquiry and is prompted to offer her premium services. He also mentions the Cable Home Protection Service and when she expresses an interest and he transfers her.
- The system routes her call and the history of her current transactions to a home alarm system specialist who is able to sell her this service.

CTI Under the Hood

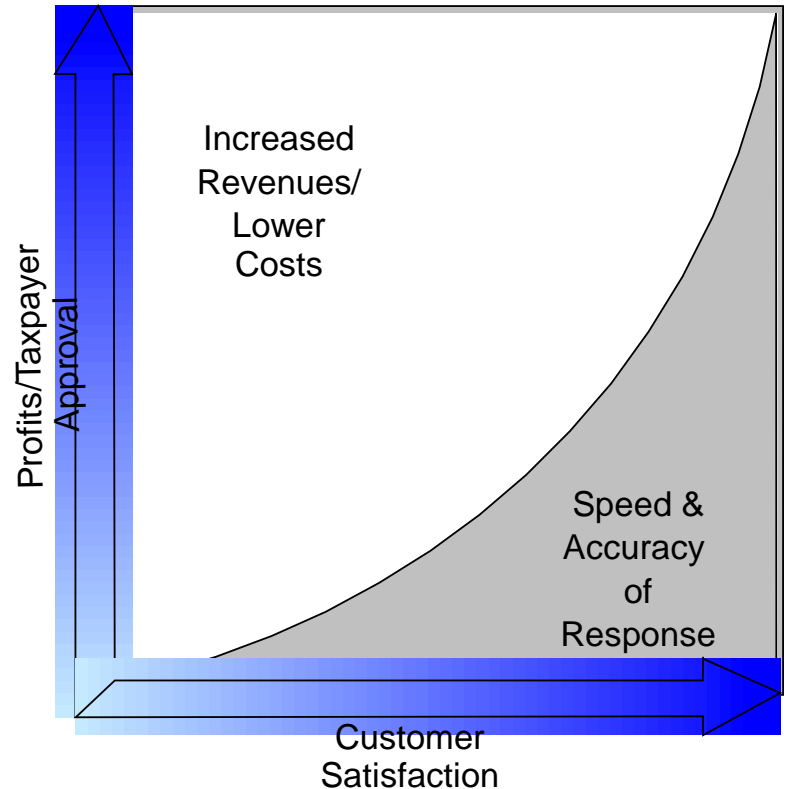
Re-engineering is the Key

- This representative business scenario illustrates that value can be added to customer service, if CTI is used as a transforming agent for these business processes. CTI is not simply a technical fix. Note that Jim Thompson (who is a front line customer care agent) was able to efficiently handle the client's query and had sufficient information and training to sell the client an additional service
- For a more complicated product (a home monitoring service) he was able to refer her to a specialized agent who had all her particulars pop up on screen in addition to a free-form note from Jim Thompson.



CTI Delivers Business Benefits

- The business benefits of tighter voice-data integration include:
 - Faster response times to customer queries;
 - Greater accuracy;
 - Higher levels of customer satisfaction;
 - Increased revenues; and
 - Lower costs.



Cutting or Bleeding Edge?



- The CTI industry is in a period of rapid development. New software and hardware offerings continue to be announced.
- It is essential that you receive the most up-to-date advice to ensure the best return on your IT investments.



Industry Track Record

- There have been some real success stories of re-engineering systems using CTI and IVR. There are also many horror stories of enterprises that have run into considerable difficulty integrating new technologies. These include, cost-over runs, delays in delivering on time and settling for less functionality than originally planned.
- A study by the Standish Group International of over 8,000 private and public sector organizations revealed that only 9% of major IT projects in large companies finish on time and on budget, 31% are cancelled before they are completed, 53% of those completed average cost overruns of 189% and they averaged only 42% of their originally planned features.
- Clearly the risks are high and CIT Projects need expert planning and management.



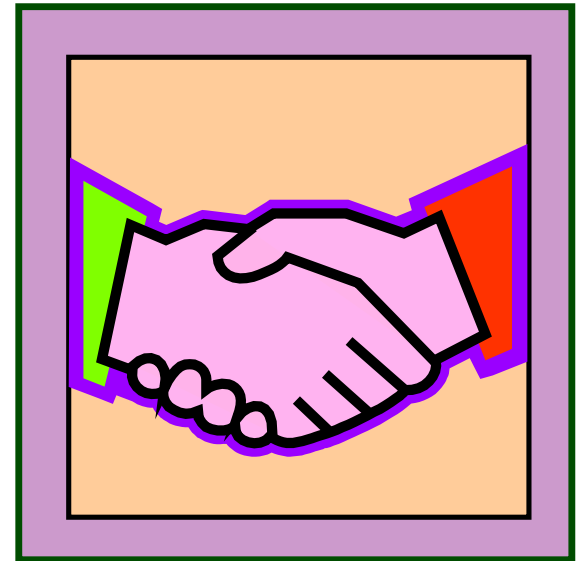
CTI Critical Success Factors

Logical Software partners with our clients to implement successful CTI projects on time and within budget. We have identified the following critical factors to achieve successful CTI projects:

- There must be sufficient user input throughout the project – the business needs must drive the technology, not vice versa;
- Requirements and specifications must be complete and realistic;
- Scope control and change control must be rigorously pursued – expectations must be managed through all phases of the project;
- Time frames must be realistic;
- Executive sponsorship must be based on a clear and consistent vision of the new higher performing organization and must be constantly communicated in word and in deed;
- Competent technical advice and integration services must be assigned to the project;
- Sufficient resources both internal and contracted must be available; and
- The selection of New Technology increases project risks and requires an Integration Partner with expertise and experience with similar projects.

Partnering for Success

- Increasingly organizations are choosing to partner with their CTI system integrator. Partnering implies a relationship of trust where the Integration Partner and the client work hand-in-hand to define an effective business-based solution.
- An Integration Partner will understand your business and help define the most effective CTI implementation meeting your specific business requirements.
- An Integration Partner should be brought in early in the project to maximize the chances of success.



Selecting Hardware and Software

Your Integration Partner should;



Be skilled in mapping your functional and technical requirements and evaluating hardware and software;

Be capable of assessing your current technical architecture and making a business case for reusing or upgrading your infrastructure; and

Have personnel experience and expertise in the target technologies.



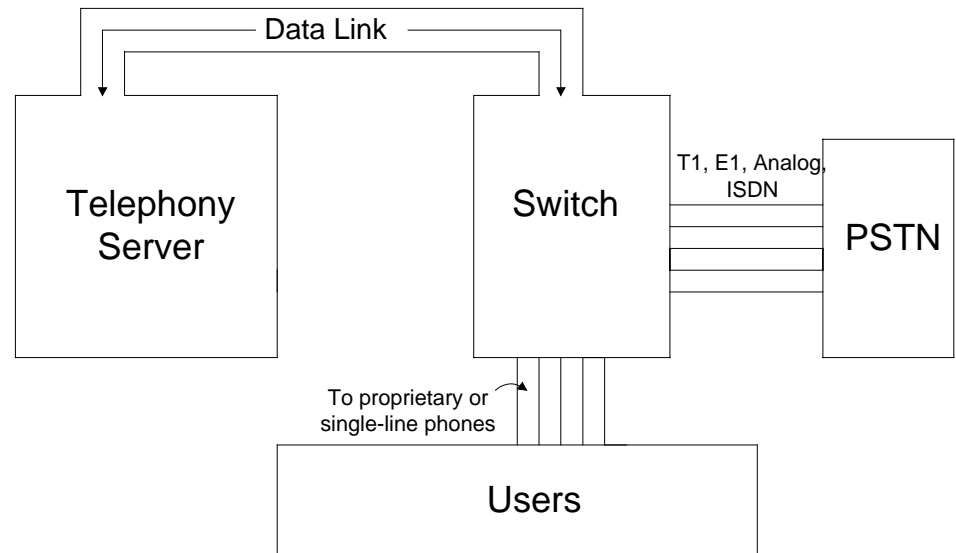
Your CTI Integration Partner

- **Logical Software Corporation** was established in 1991. Our mission is to partner with our clients to enable them to gain competitive advantage through the successful implementation of CTI and IVR solutions.
- **Logical** is a dynamic company with proven experience and expertise in CTI integration and development.
- **Logical** has earned a solid reputation for designing and delivering successful CTI projects that exceed the expectations of our clients.

Our Enabling Technologies

We specialize in:

- Computer Telephone Integration (CTI);
- Interactive Voice Response (IVR);
- Predictive Dialer;
- Fax-on-demand; and
- Call Centre Applications.





Our Services

Logical's growing team of dedicated technical specialists has the project management skills required to deliver a complete solution. **Logical** provides consulting services in the following areas of CTI and IVR integration:

- Project Management;
- Business Requirements Analysis (optionally using Joint Application Design (JAD) methodology);
- Functional Design;
- Software evaluation;
- Architecture design (hardware, software, process, database and switch interfaces);
- Desktop application development, testing, system documentation and training;
- Integration of PBX, IVR, Predictive Dialer, Screenpop with coordinated voice and data transfer, and intelligent call routing in a blended inbound/outbound call centre operation;
- Production roll-out strategy;
- Resource capacity planning; and
- Disaster recovery planning and documentation.



Our Success Stories

- Logical has gained an international reputation as an effective integration partner.
- We proudly present a list of some our success stories.
- These are clients who, in partnership with **Logical**, have pushed their organizations to higher levels of performance based on a new business vision enabled by CTI and IVR.

Around the Globe





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