CTI Solutions and Systems: How to Put Computer Telephony Integration to Work

Michael Bayer

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CTI Solutions and Systems: How to Put Computer Telephony Integration to Work Michael Bayer This guide covers the essential standards and components of Computer Telephony Integration (CTI), demystifying the jargon and supplying much-needed practical advice for organizations of all sizes. It shows information professionals how to use CTI to save time, reduce costs and improve customer service. An overview of the commercial CTI marketplace is provided, and the emerging standards and specification of the new CTI standard is described. Detailed case studies demonstrate CTI solutions for call centre automation, workforce automation, sales force automation, call screening etc.

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