

There is little that is more important to the success of any business than the quality of customer interactions.



CTI Group has become a valued and trusted provider in the recording of voice interactions. Now, with the *SmartInteraction Suite*, we deliver the means for carriers, service providers, and hosted or enterprise contact centers to make those recordings actionable.

It's not just about expanding the ROI of a call recording investment, it's about expanding your customer intelligence.

There are many applications used in the process of gaining customer intelligence, and many reasons to do so. The most underutilized of these forms is the call recorder companies utilize for regulatory purposes.

Don't just record because you have to; record because you want to know what customers say and think.

- Aggregate useable data from recordings to enable marketing programs and process, product or service improvements
- Quickly, Easily and Accurately mine recordings for trending, analysis and evaluation functions
- Ensure standardization and coordination of processes for phone based employees and roles

Evolving from the award winning SmartRecord®, the SIS delivers all the administrative and licensing benefits of a modular application, but it does so without the workflow and data challenges inherent to modular applications. With our enhanced storage features, SIS allows for centralized:

- Recordings from geographically dispersed recorders
- Recordings from switches of different types
- Recordings from switches of different manufacturer
- Data from all recordings

What is the SmartInteraction Suite?

SmartRecord®- Our award-winning true multi-tenant recording platform now with Aurix enabled audio mining and analytics with every seat

SmartListen- Audio mining allows organizations to utilize speech analytics to index recordings phonetically for easy retrieval and reporting

SmartEvaluate- Our advanced form of call handler evaluation utilizes Aurix technology to allow users to isolate calls that meet certain criteria in order to perform several key business functions

SmartCapture- Screen recording extends and completes the picture of the call handler process by linking the voice recording with the corresponding visual recording of the keystroke activity

Matches for "Script compliance" in File "Sale 8.wav"	
Search Term	Relevance
▲ Script compliance	70.7
▲ Greeting	100.0
good morning you're	100.0
▲ Featured product	94.7
UK roadside assistan	94.7
▲ Cooling off period discla	54.2
fourteen days	51.2
you'll have fourte	51.2
change your mind	57.4
▲ Closing statement	48.6
is there anything else	48.6

Benefits of SmartInteraction Suite

- The SmartInteraction Suite is built as a single product in a single architecture, not individual products integrated after the fact. This adds inherent value to process and reporting as well as licensing and scaling.
- Unprecedented end user feature control and use transparency enabling flexible seat inventory load balancing and productization pricing options
- CTI Group applications are designed to meet the needs of carrier grade multi-tenancy and high availability. SIS ideally meets the demands of today's multi-channel contact centers.

Deployment and Storage Features

- The SmartInteraction Suite supports the most complex architectures:
 - Pure TDM
 - Pure VoIP
 - Blended TDM and VoIP
 - Disparate switch environments
- Using a browser-based platform, administration and system access can be done from anywhere with no client software to install
- Growth and redundancy can be assured by scaling any of the system components including recorders, web servers, SQL servers or storage

True Multi-Tenant Structure

The image displays two screenshots from the SmartInteraction Suite. The left screenshot shows a multi-tenant structure for 'Sycamore Insurance' with various service categories like Adjusters, Claims, Customer Service, Inbound Support, Renewals, and Sales. The right screenshot shows a 'Call Evaluation Worksheet' for a call from 4025551205, with a score of 0 out of 4 and a list of evaluation options (Excellent, Good, Fair, Poor) with corresponding scores and weights.

Call Handler Evaluations

Centralized Storage

