



# Instantly transform your business and boost customer experience to new levels

Seamlessly integrating into your telephony systems, CRM and database, CyTrack's modular solutions allow you to respond swiftly and professionally to customers across a broad range of channels.

## Award winning solutions

For over 22 years, CyTrack's innovative solutions have been recognised by industry leaders and we are proud to be a Microsoft Gold Application Developer and Silver Cloud Platform Competency Partner and winner of the 2016 Microsoft Partner Awards 'Excellence in Industry and Platform Innovation'.

Our award winning solutions are deployed in thousands of sites in over 32 countries, safely routing, delivering and reporting in excess of 20 million calls a month for our clients.

We understand one size doesn't fit all, which is why the CyTrack suite is a modular range of applications that can be delivered individually or integrated together for a complete business solution.

**“ 72% of businesses say that improving customer experience is their top priority**

Forrester Research

Make customer experience your top priority with CyTrack and connect your customers to the right person, have accurate information to hand, transforming your customer experience and your business.



# Customer experience solutions

## CRM, applications and business process integration

Most businesses have made investment in important applications, whether that be as simple as Outlook or a full CRM, or even specific vertical market applications for your industry. CyTrack has decades of experience making application integration one of our core specialisations.

## Reporting & dashboards, business intelligence

“What gets measured gets managed”. Improve efficiency within your organisation and increase productivity. Do you know how many calls your business is missing or how long your customers are waiting?

## Inbound contact centre

More and more successful small to medium sized businesses are now utilising affordable Contact Centre technology. This offers customers a much more streamlined and enjoyable experience, whilst allowing a more efficient telephony system and providing a distinctive advantage over the competition.

## Outbound contact centre

The technologies, methodologies and managed approaches pioneered by call centres are now implemented in all sizes of business to increase revenue opportunities.

## Omni-channel smarter customer engagement

Today's customers choose to communicate in a wide variety of ways, including phone, email, SMS, web chat, Facebook and Twitter. Smarter customer engagement starts with being able to communicate effectively in the manner your customers choose.

## Beyond telemarketing with proactive opportunity creation

Telemarketing is still a very important part of the repertoire for many businesses processes to reach new prospects. Customer experience technology take this to the next level with smart integration to CRM

## Voice / screen recording and compliance

Many organisations now make contracts by phone and require ‘voice signatures’ in the form of a voice record. The Government

and the Payment Card Industry Data Security Standard (PCI DSS) mandates businesses to record and archive customer interactions.

## Evaluation & training, coaching, guidance and feedback

It's a challenge for businesses to deliver coaching and feedback consistently. Evaluation and continued skill growth after initial on-boarding is vitally important to ensure the best possible customer experience.

## Self-service automation

Providing your customers with self service automation is a must. More and more industries and businesses are adopting this as a means to improve efficiency, reduce costs and create an environment of empowerment.

## Customer satisfaction and surveys

Customer satisfaction plays an important role within any business. Not only is it the leading indicator to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue; it is also a key point of differentiation that helps you to attract new customers.



**CYTRACK**  
INTELLIGENCE SYSTEMS

In partnership with  
**Panasonic**  
BUSINESS

# A modular suite of applications tailored to your business

CyTrack offers a modular range of customer experience applications enabling you to pick and choose the solutions that work for you. These can be delivered individually or integrated together for a complete business solution.



The Evolution of the outbound contact centre with true omni-channel reach. A blended environment that means your team connect with more people and create more opportunities.



Goes beyond traditional ACD systems, providing an array of communication channels including voice, SMS, email, fax, web chat, web call-back, call-back in queue and social media connections, meaning you can connect on any level.



Integrate all of your standard telephone controls and business intelligence data onto your computer desktop with CyDesk, enhancing the customer experience and saving valuable time on each call. Individual user 'presence' with configurable breaks allows staff to identify the status of their colleagues, teams and supervisors.



A powerful call recording solution for ISDN, analogue and IP lines and extensions. Essential for businesses of any size, recording provides undisputed facts for rapid dispute

resolution. Improve customer service through listening and training whilst complying with the requirements of regulatory bodies.



Easily measure your key business metrics to improve productivity and customer service. With a powerful browser based, SQL database driven business reporting tool for telephony systems, the highly configurable interface delivers key information via a large suite of intelligent reports.



Build skills, confidence and improve the performance of your team. Features agent evaluation and training management tools including questionnaires, an e-learning library, reporting and agent assessment.



Offer your customers self service and save human resources for complex and more personal tasks. CyLive™ is a powerful Interactive Voice Response (IVR) Engine and Management Module that offers sophisticated features and a highly configurable IVR designer tool.



Ensure inbound SMS messages get to the right person using the skills based routing functionality of CySMS™. Easily send SMS directly from your PC or reach all your clients with SMS marketing directly from your database or CRM.



Enables instant sales leads by allowing visitors to initiate a web chat straight from your website. Chat is fast becoming the channel of choice for customer service and is the perfect complement to our CyCC omni-channel contact centre solution.



Connect with your customers via social media. CySocial™ offers powerful queue management, distribution tools and skilled based routing to ensure social media enquiries are directed to the best person for the job.



Create your own surveys to measure customer service and translate the feedback into profitable growth.

Microsoft  
Partner



Gold Application Development  
Silver Cloud Platform



Microsoft Australia Partner Awards  
Celebrating Excellence

Winner

Excellence in Industry and Platform Innovation

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