

How to Manage Your Customer Service Queues with IG Business Web CTI



Effective communication is imperative, and customers hate waiting. But how significant are response times? The answer: Very important! A survey by Nielsen shows that 33% of customers would still recommend a brand quick to reply, although the response was not complete. In the analysis of queuing situations, the question we are interested in is system performance. How long does a customer need to wait in the queue before an agent serves him, and how long does he expect to wait before the service is complete? Customers become fed up with waiting and leave for a competitor. A lost customer will probably never return.

So in providing a positive customer experience, be quick!

You can get this if you already have information about who the customer is. You need to have all the relevant information at your fingertips to solve the request much faster. **IG Business CTI** provides a unified and automated method of handling customer interaction.

IG Business Web CTI is the browser-based version of **IG Business CTI** and runs on both computer and mobile devices like Android/Windows computers, tablets, and Smartphones. It provides a familiar user interface across all screen sizes, screen types (touch screen and non-touch screen), and internet browsers.

Here's how IG Business Web CTI helps you manage customer service queues:

1. Agents can handle calls from their computers.

With a click of a mouse, call center agents can make and receive calls from their computers. They can control calls from their computers such as answer, hang up, hold, transfer, conference, and feature control such as call forwarding, divert, and DND. Web CTI allows both agents and supervisors to control log in/out to match call loads and control other status such as Agent Ready, Busy, No Ready, and Break.

2. Agents identify the caller even before they answer the phone.

Call center agents can view data concerning the caller with automated screen pop. Agents don't have to dig through many databases and business tools to find the caller's information.

3. Automatic authentication of the caller

There's no need to repeat customer's account information, which saves a significant amount of time.

4. The integration of caller information into a unified dashboard.

Agents can offer a more personalized service to the customer. Web CTI offers a wide range of data visible on the agent's screen like the customer's name, address, professional details, email addresses, and history with the company.

IG Business Web CTI enables call centers to gain a competitive edge in their industry with a data-driven approach to customer service. The ability to offer a personalized service improves the customer's perception of the business and makes them feel more valuable.