GREYTRIX
NON ARTIFICIAL INTELLIGENCE

Sage CRM CTI Framework

Driving value from Call Management with ease of use and customisation features

Greytrix has unrivalled, direct practical knowledge and experience with the Sage CRM system over many years.

The CRM CTI Framework is a flexible open ended infrastructure that is applied on top of Sage CRM to allow for a customisable and extendible CTI integrated system.

The current version of CTI within CRM does not include features such as

- customisable event handlers
- custom interfaces for each CTI event
- palette of actions per call in
- automatic lead creation
- interactive communication area
- open protocol enabled system
- post actions on incoming and outgoing events
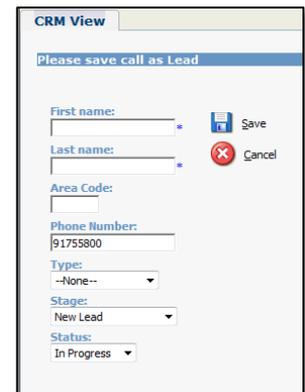
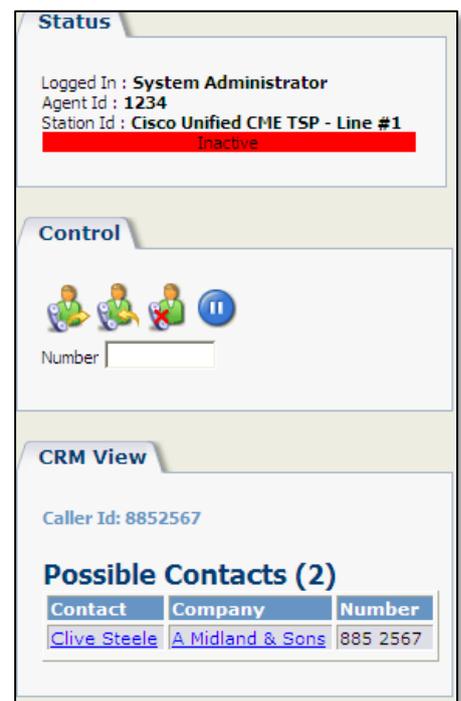These issues are directly addressed with the Greytrix CTI Framework.

With the Greytrix CTI Framework, we introduce a platform that can be used to have completely customisable CTI integration with CRM. A standard feature set is delivered as part of the framework which is compatible with an appropriate CTI Provider of choice. Any telephony system which adheres to a client side event handle model can be easily configured with model.

The general concept is based around an external frameset built outside of CRM, which allows for a new CTI frame to be built outside of CRM, which is always visible. CTI events and actions are controlled through this frame which integrates with CRM through remote frame based calls back to CRM.

Dual CRM and CTI Login, and example of Framework contents.

*User may now login through the CTI Framework login screen by hitting <**ENTER**> on the keyboard.*

Frameset when in CTI Framework mode for Sage CRM

With the CTI Provider SDK, it should be possible to integrate all events and functions for CTI and Email using this SDK on the client side of each workstation. This requires CRM to include a custom event and function framework which encompasses CRM and allows entry and exit points in and out of the CRM system and communication with client CTI agent on the workstation. This allows for the most flexible options on choice of Telephony provider, CTI environments and configuration of business process.

Example of how a Dialler queue can be set up and used as a point of integration with a CTI dialler application (not standard)

A new main menu button allows the user to hide/unhide the CTI Framework area as required