PeopleSoft CTI (Computer Telephony Integration) delivers screen-based telephony features that empower contact center users to provide efficient and personalized service for customers or employees. The module provides the help desk contact center agents with the information they need to have more meaningful and efficient interactions with callers.

**Key Features**
- Powerful PeopleTools CTI framework
- Deeper caller insight with automated caller screen pop
- Intelligent automation of incoming call routing
- Tight integration to Service Case management
- Integration to Order Capture
- Comprehensive telephony functions through Unified Agent Desktop (UAD)

**Key Benefits**
- Seamless integration with 3rd party telephony systems
- Superior customer service through shorter wait times
- Minimized cost of ownership

**Seamless Integration with Telephone Systems**
When considering a solution for managing customer or employee communications, organizations need to ensure that the solution integrates easily with the existing telephony infrastructure and customer information systems. PeopleSoft CTI provides a flexible connection layer for integration to third-party computer telephony integration (CTI) servers. Third-party communications software vendors and system integrators can use the CTI framework for seamless integration with PeopleSoft applications. This capability enables organizations to leverage their current technology investments and to add or switch out third-party systems with minimal cost and disruption. PeopleSoft CTI enables a call center to increase agent productivity, decrease average call time, and deliver effective and superior customer service. An open server-based API enables full CTI functionality such as:

- CTI functionality for leading contact center automatic call distributor (ACD) environments.
- Customer identification through exchanging data between the CTI Server and the PeopleSoft databases (Customer Relationship Management, Human Capital Management, Financials, Supply Chain Management).
- Intelligent routing of the call to the right queue and agent.
- Popping of the relevant customer transaction screen.
• Populating customer information with data captured by the IVR by means of text or voice recognition.

• Quick-click access to telephony functions such as dial, hold, transfer, and conference.

• Support for third-party call routing logic.

A Powerful Call Handling and Management Tool with Unified Desktop Agent Console
The Unified Agent Desktop is a single, integrated console for managing all customer and employee phone calls. This powerful, standards-based framework reliably manages not just phone calls, but all communications. Email, web chat, or any PeopleSoft CRM business objects can be enabled by customization for this type of contact communication and, if enabled, allows for dynamic data aggregation. The Unified Agent Desktop, which is directly embedded into all PeopleSoft pages for enabled users, appears as a toolbar blending web chat, email, and phone communications, and it acts as a central command center. Agents can handle and perform all telephony operations such as hold, transfer, group conferencing, and more.

Figure 1: PeopleSoft Unified Agent Desktop

The Oracle Advantage
This powerful CTI framework and solution provide maximum flexibility and easy integration with existing telephone systems. Organizations maintain a single architecture that facilitates adding more communications channels based on any new strategies. With PeopleSoft CTI, training times and costs are reduced, and the easy-to-use tools enable agents to improve customer and employee service. Regardless of the communication channel customers and employees use, information and processes are shared among applications across all communication channels for consistent service. Finally, service departments can manage their business in real time by analyzing performance across all communication channels.
For more information about PeopleSoft CTI, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.