EXP + : **Engage**
Sitel® CTI Screen Pop

Provide agents with the customer information they need to be more effective and efficient.

Know Your Customers for Faster, More Personal Communications

By integrating computer telephony integration (CTI) solutions with interactive voice response (IVR) and automatic call distributor (ACD) systems, Sitel® CTI Screen Pop ensures that, when a contact is passed to a live agent, the agent already knows who the customer is and why they have reached out.

Sitel CTI Screen Pop avoids the need for customers to repeat information, leading to faster resolution and increased customer satisfaction.

Realize the Benefits of Sitel CTI Screen Pop

Fast Identification

Use telecomm or IVR data to look up the customer record, accessing customer information in advance of live-agent contact.

Enhanced CX

Enable agents to engage in more personal interactions; for example, greeting the customer by name to drive greater engagement and a better customer experience (CX).

Informed Agents

Agents are more knowledgeable about the customer's previous interactions or purchases, ensuring the agent is better able to offer support.

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Create a Faster, More Positive Customer Experience

By providing agents with the customer information they need to be more effective and efficient, Sitel CTI Screen Pop enables agents to authenticate customers in a more personal and efficient manner, leading to a faster and more positive CX.

Customer Pre-Identification

Pre-identify customers using information passed through the IVR or ACD platform, leading to lower average handle times (AHT) and increased customer engagement.

Minimize Customer Effort

Eliminate the need for your customers to repeat information already provided in the IVR or on the website by passing this information directly to agents.

Accurate Agent Reporting

Provide enhanced data to agents to support better call dispositioning and enhanced call center reporting. Leverage this data to improve digital self-help solutions, deflect voice-based calls and lower costs.

Measurable Results

Know your customers for faster, more personal communications.

26% Increase in Efficiency

19% Decrease in Average Handle Time (AHT)

Source: Sitel Group® Data, 2019-2020

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