Masterclass on LeadSquared Universal Telephony Connector (UTC)

With Sandeep Narasimhamurthy, Senior Product Support Engineer at LeadSquared
What are we going to cover today?

- Basics of cloud telephony system
- What is Universal Telephony Connector
- How to capture leads using LeadSquared Universal telephony connector (UTC)
- Features of Universal Telephony Connector (UTC)
- Questions
Basics of Cloud Telephony System
About Cloud Telephony System

• Cloud telephony is a technology where communication services are managed over the internet.

• Business interested in using these services do not need to install any software or buy any hardware to get the service started.

• Cloud telephony allows you to manage call flow, prioritizing the calls, call routing to the right agent / department.
Customer calling saw you number in your website

Another Customer

9876543210

Agent-1 Receives the call

Agent-1 is busy, call is redirected to Agent2
About Universal Telephony Connector (UTC)
What is Universal Telephony Connector (UTC)

• The Universal Telephony Connector lets you integrate your cloud telephony service provider with LeadSquared and track telephony activities.

• Integrating cloud telephony system with LeadSquared using UTC connector has the following advantages.
  ▪ Integrate multiple instances/accounts of your telephony provider
  ▪ Integrate multiple telephony providers.
  ▪ Assign to teams
Features of Universal Telephony Connector (UTC)
Features of Universal Telephony Connector (UTC)

• **Intimation of Call (Agent Pop-up)**: Whenever a call is initiated from customer, the telephony provider will intimate LeadSquared that there is an incoming call for the user, and user will receive a pop-up about the incoming call with required details.

• **Log call details**: After a call is ended between the user and customer, the complete log detail record will be available in LeadSquared.

• **Click to Call**: User can initiate call to customer with just click of mouse in LeadSquared.

• **Route Call**: Whenever a lead calls, the call will be routed to lead owner specifically rather than any agent.

• **Call Disposition**: Whenever the call ends, some of the telephony softwares require disposition value to end the call. The disposition values will be provided in LeadSquared to dispose/end the call.

• **Single Sign-On**: When the user operates is on telephony provider’s application, he can access LeadSquared from the provider’s application through this feature.

• **Multiple service provider**: LeadSquared UTC connector allows you to connect multiple service providers with LeadSquared.
How to capture leads using LeadSquared Universal Telephony Connector (UTC)

- Track incoming/outbound calls in LeadSquared
- Make outbound calls from LeadSquared
- Filter leads based on attended/outbound/missed calls in LeadSquared
- Generate telephony report
- Review call logs
- Distribute telephone calls in LeadSquared
Questions?
Thank you....