

# Accelerate call turn-around time with Applied Relay

**Applied Relay, the product of choice for Ireland's general insurance brokers, developed functionality to connect to TAPI compliant telephone systems, enabling faster call turn-around time and a more accurate identification of the client.**

Applied Relay has partnered with Avaya, Interactive Intelligence and ShoreTel to integrate their telephone and/or dialler software. When an inbound call is answered, the telephone number is passed to Applied Relay, which will automatically search for any client records belonging to the telephone number given, which will then be displayed on the screen. If the call is not answered, the client selection screen will not pop up. This process quickly provides you with access to customer information so that you can deliver a higher level of customer engagement.

**Applied Relay CTI Telephone Integration provides your business with:**

- Ability to export a list of phone numbers from your system for a particular marketing campaign.
- Ability to import a list of phone numbers into your phone system for outbound calls.
- Access to make outbound calls from the client's portfolio by clicking on the contact number hyperlinks.

## Enables your business to

- Accelerated response times to inbound calls
- Improve campaign management and revenue generation
- Increase user performance and productivity through time and costs savings

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### Why Applied?

Applied Systems is the leading global provider of cloud-based software that powers the business of insurance.

Recognised as a pioneer in insurance automation and the innovation leader, Applied is the world's largest provider of agency and brokerage management systems, serving customers throughout the United States, Canada, the Republic of Ireland, and the United Kingdom.

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