

# Click-to-Dial

November 2014

---

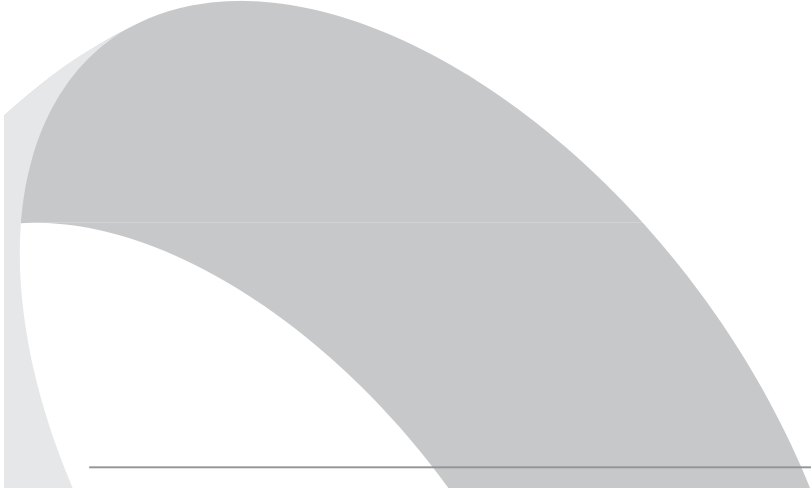
comitFS were engaged to deliver dialing capability to an investment bank. The customer requested that the click-to dials be managed through a callback mechanism, rather than controlling the user's devices directly.

The business also required a greater level of insight into users' interactions with their clients. The desire was to deliver a far richer experience by delivering critical information to key clients using a combination of telephony, email, voice-messaging and IM.

Technologically the enterprise was in a state of flux, with refresh programs for telephony and IM already in the pipeline. Additionally, voice messaging services were approaching end-of-life. Due to this changing technology landscape, comitFS was tasked to deliver a 'quick win' by providing a simple call back click-to-dial function to the business. This would provide tightly focused benefit across the organisation.

comitFS worked with both the technology teams and the business to understand the core requirements and underlying technology constraints. comitFS were then able to deliver the desired range of functionality in a manner that complimented the technology refreshes already underway within the bank.

This approach enabled comitFS to surpass the initial callback request, going on to deliver a range of Computer Telephony Integration (CTI) services that worked seamlessly with the bank's legacy infrastructure. At the same time, the framework underpinning the deployment enables the enterprise to refresh selected systems without affecting those developments already undertaken. This empowers the business to leverage greater benefits far quicker, secure in the knowledge that updates are managed in a manner that minimises potential waste resulting from the implementation of new systems or solutions.



For more information please contact: [info@comitfs.com](mailto:info@comitfs.com)  
Capital House, 42 Weston Street, London SE1 3QD  
+44 (0)207 100 1498

[www.comitfs.com](http://www.comitfs.com)

---