

MARS External Caller Details

Introduction

MARS External Caller Details shows the PSTN caller details in a Cisco IP Phone. If a user receives a call from an external party and the information are already there in the database than the information popes up on the IP Phone screen. The user after seeing the details in the screen can request for an image as well. Users in customer care and support functions know before hand to whom they are talking to and respond accordingly.

Features

External Caller Details has two components. One is a web based module to allow users to upload and save information and another component which fetch the data based on CLI. After saving the information it can either be marked as 'Private' or 'Public'. The difference between the two is that in case of the former the information is used to show a pop up only when the call is coming to that particular user, the information is not used for calls coming to other users. Calls coming from family members or friends are generally stored as private information. If any user uploads information and makes it Public than it can be shown on calls coming to any users within the organization. Information pertaining to customers and vendors are generally marked as Public.

Once a call comes the receiving party is sown the external caller details and gives an option of showing a photo. If the receiving party choose to see the image than the application checks if a photo is available for the called in party and whether the user phone supports images or not. If both hold true than an image is shown on the user IP Phone.

Benefits

External caller details add value to the organization where it matters most, satisfying and retaining the extended family of customers, vendors and merchants. It allows the point of contact person to be proactive while receiving calls. And to do this a enterprise deployment of CRM or ERP solution is not required. It is just the same old IP Telephony system made more intelligent by the addition of an application layer.

Supporting Hardware & Software:

1.	CUCM Supported	4.X, 5.X, 6.X, 7.X
2.	Phones Supported	7911, 7919, 7920, 7921, 7940, 7941, 7960, 7961, 7970 & Later XML Supported Phones
3.	CUAE	2.4.3, 2.5.1.1.SR2