



Call Center Solutions (German Edition)

Robin Lewis

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Studienarbeit aus dem Jahr 2002 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 2, Duale Hochschule Baden-Württemberg, Stuttgart, früher: Berufsakademie Stuttgart (Wirtschaftsinformatik), Sprache: Deutsch, Abstract: Seit Beginn der 70er Jahre wurde über eine Möglichkeit nachgedacht wie man die Datenwelt des Computers mit der Kommunikationswelt des Telefons verbinden konnte.

Seit Anfang der 80er wurden erste CTI1 Lösungen auf IBM Mainframe Rechnern realisiert. Ziel dieser Lösungen war es den Zeitaufwand beim Verbinden für die Mitarbeiter eines Unternehmens und die Anrufer zu verkürzen. In den letzten 20 Jahren hat sich die Integration von Telekommunikationswegen in die Welt der Datenverarbeitung sehr rasch weiterentwickelt.

Durch die wachsende Bedeutung der Kundenbetreuung und ständig wachsende Serviceleistungen, wurde die Nachfrage nach effektiven und benutzerfreundlichen Lösungen bei der Kombination von Telefon und Datenverarbeitung immer grösser.

Die stetige Entwicklung führte zu den CTI basierten Call Center Lösungen von heute.

Aufgrund der sich schnell ändernden Marktanforderungen, hält der Prozess der Weiterentwicklung kontinuierlich an.

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