

## The Solder Connection

### AlphaTel - Screen Popping case study by AlphaLogix



**Integrating phone systems with Sage software paves the way for improved customer service and efficiency.**

The Solder Connection has over 20 years experience in the electronics market, supplying metals and chemicals to over 700 clients including Rolls Royce, Goodrich and Carphone Warehouse, with offices in both the UK and more recently Southern Ireland. They have been clients of AlphaLogix since 2004 and use **'Screen Popping'** with **Sage 50**

Martyn Penfold, MD explains: 'We make extensive use of our phone system and have regional sales managers on the move. AlphaLogix advised that we would benefit massively from CTI and had the expertise to source, implement and support a PC based phone system, giving us a unique solution integrating state of the art telephony technology with our Sage software'.

**'AlphaTel 'Screen Popping'** software, provided by AlphaLogix, is a vital part of our integrated system. This popular product allows unobtrusive, inbound **'Screen Popping'**, similar to Outlook email, displaying: name, company, telephone number, account manager and type of contract. This enables us to hyper-text to the correct account or contact immediately. Users decide who picks up a call and pull up the caller's record before answering. AlphaTel also has seamless outbound telephone dialling, in this case, directly from Sage 50 software. Misdialed outbound calls have become a thing of the past and the automatic call logging enables easy statistical reporting'.

'As a customer focussed business, **'Screen Popping'** enables us to prioritise calls from our clients, they are instantly recognised and answered immediately, whilst the automatic outbound telephone dialling feature is a real time-saver'.