The CloudCall A-Z Jargon Buster.

CloudCall

Let's bust that jargon!

Cut the jargon and keep it simple with CloudCall

We understand that researching CRM telephony integrations can be a daunting task. There are many technical terms that you are sure to encounter, and you may find yourself thinking: what do they actually mean?

To help you, we've compiled this jargon buster so that you can understand all of the complex technical concepts and simplify your buying process.

Choosing to integrate a telephone system with your CRM is an amazing opportunity to combine two essential parts of your business and reap the benefits.

On your search for telephony integration, make sure that you choose a solution that meets your business needs, while fitting comfortably within your budget. There are a huge variety of options available on the market, and it is important to consider which features will benefit your company the most.

Here at CloudCall, we want to help make your search for the right solution easier, so we've prepared this jargon buster to help you better understand Computer Telephony Integration (CTI), and the benefits that it provides. We enable and capture calls, chats and collaboration to provide a single view of multi-channel customer interactions. This turns conversations to insights that help your business grow in a complex world.

Be sure to utilize this jargon buster when you evaluate solutions such as CloudCall. We hope that this guide is helpful in your search for an integration that works for you, and provides the level of support that your business deserves.

Let's get started!

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A

Application Programming Interface (API) is a series of steps used by a computer program to request services from your computers operating system or software. Clever little things aren't they!

Asynchronous Digital Subscriber Line (ADSL) allows a standard copper phone line to be used like a broadband line for sending large amounts of data, faster. Great for voice and video... and maybe binging the latest box set on Netflix (we won't tell anyone).

Automatic Call Distribution (ACD) is a helpful feature that routes calls to the best representative, based on their availability and expertise. No more transferring customers around different departments - no one likes that, especially your customers.

B

Broadcast messages

Boost read and response rates with broadcast SMS messages. A cost saving method of sending bulk texts to multiple CRM records. Nifty... and thrifty.

C

Call controls

Streamline call activities from your CRM with built-in call controls to hold, mute, transfer, conference and pause a call recording. It's everything you'll ever need... you're welcome.

Call forwarding

Never miss a call again. Direct calls to other devices, groups or even automated messages. Handy, right?

Call notes

Capture all essential call info, including call categories in notes. What more could you ask for?

Call recording

Record, store and playback call recordings from CRM contact records or the CloudCall Portal. Record, store and playback call recordings... you get the idea.

Caller Line Identification (CLI)

Does what it says on the tin - enables the inbound phone number to be identified before answering. Ingenious!

Calling groups

Create groups of teams who specialize in specific areas, directing calls to individual groups for a better customer experience. Better not pass Karen around departments, you'll never hear the end of it.

Click to dial

Allows you to make calls from your lead and contact records in your CRM. An invaluable little tip for you - if you have the CloudCall Chrome plug-in you can call directly from your browser with a click of a mouse. Simple!

Computer Telephony Integration (CTI)

Enables interactions on a telephone and a computer to be integrated or co-ordinated. In a nutshell, it's what we do and it's everything you ever wanted, trust us.

C

Conference calls
Connect to ten people in a CloudCall conference room and feel like you're back in the office, not hunched over the kitchen table... plus all calls are recorded and stored in the CloudCall Portal. Nice one CloudCall.

Customer Relationship Management System **(CRM System)** is a database where you store info about interactions with customers.

Here at CloudCall we store all your conversations with customers directly into your CRM system. Let's be honest, we can make your life a lot easier.

D

Dashboards
Level up your analytics. Create custom built activity dashboards by team or department. These can include details on the number of calls, call durations and wait times.

Direct Inward Dialing (DID)
also known as Direct Dial-In (DDI) is an individual phone number for each person or department within a business. Less time in a queue = happy customer.

Dialer is a device or piece of software for calling telephone numbers automatically. There are three types of dialers, let's break it down:

Predictive dialer: make high call volumes by using clever little algorithms to minimize down time between calls by predicting the length of each call. The dialer will then begin to dial the next number as the end of the call nears. It's almost like having a crystal ball.

Preview dialer: allows callers to view information about the contact and decide when to place the call. When the call is finished, agents will get a preview about the next caller in the queue. Neat huh?

Power/Progressive dialer: automatically dials from prepared contact lists. This dialer only places calls from available agents. We're clever like that.

E

Ethernet
Ether-what?! Basically, a single cable that allows multiple computers to communicate with other attached devices. Old school, but effective.
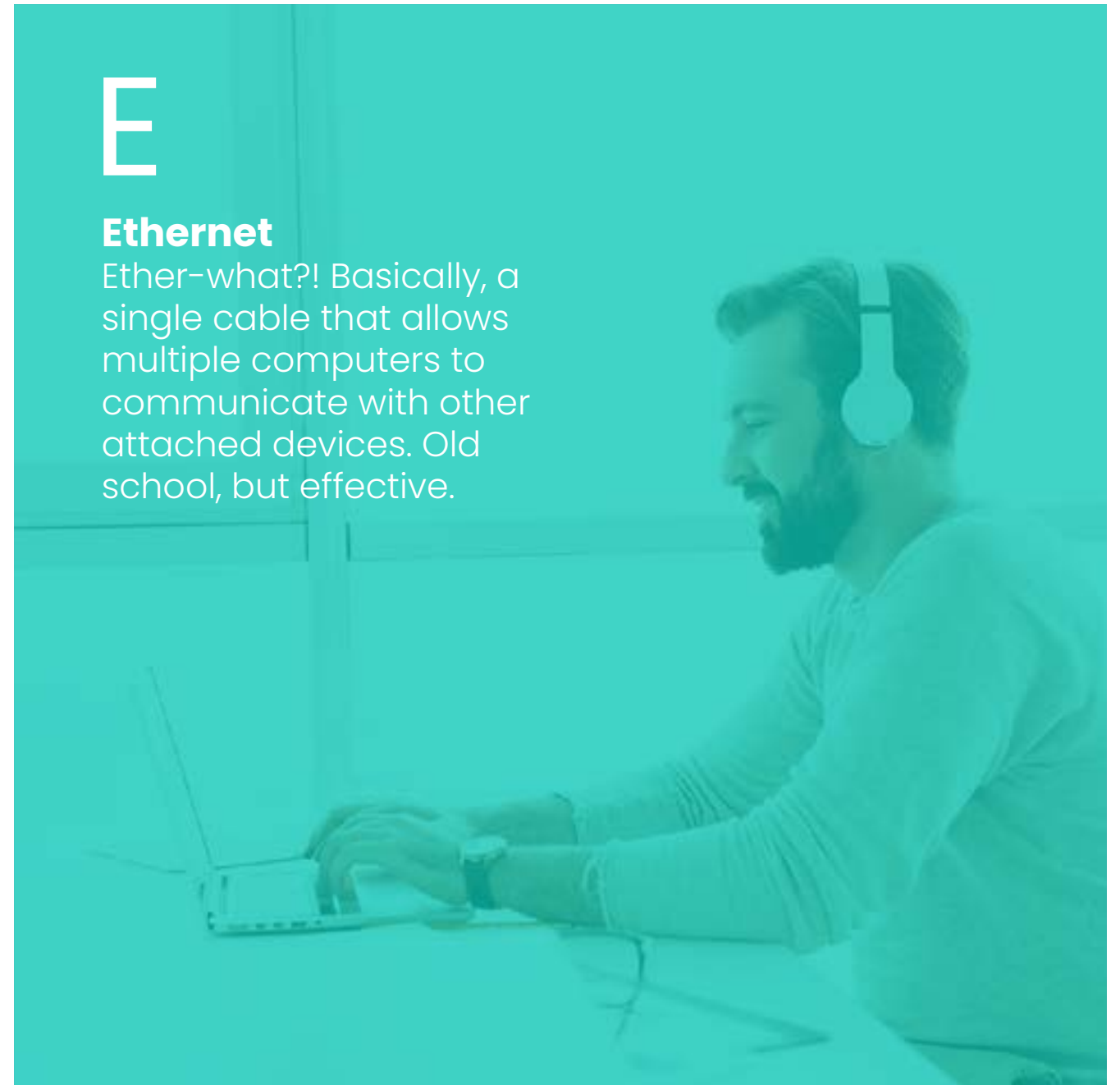
F

Follow up tasks are a basic tool in many customer relationship management (CRM) systems that allow you to set a reminder for an activity such as emails and call. No more 'OMG I completely forgot to do that' moments.

Fluid work options is a posh way of saying '[remote work](#)'. You can work anywhere with CloudCall's intelligent phone system that allows you to use any registered device to make and receive calls. We've got your back, wherever you are.

G

Gateway
A gateway is a piece of hardware that allows data to flow from one network to another, not a portal into another dimension.

Gigabits/Gigabytes per second (Gbps) is a measure of how many Gigabits of data can pass through a system in one second. FYI 1 Gbps = 125 Megabytes per second (Mbps); not that you'll ever need to know that.

H

Hosted PBX/VoIP Let's break this down...
Hosting is where an outside provider 'hosts' or takes care of and runs your phone network.
A hosted PBX (private branch exchange) is a cloud-based phone system that works in unison with VoIP (Voice over Internet Protocol) as a way to make calls. Simple really.

Hunt group
First of all, it's nothing to do with hunting! When a caller rings a company phone number, the Hunt group will route the call to multiple phones that can be picked up by anyone in the group. Great if you don't want to give out direct dials... We're talking to you, Kevin in Accounts.

I

In call consent allows you to use call recordings to record verbal agreements. Designed to help with compliance processes and keeping the Legal Department happy.

Instant Messaging (IM)
Send direct instant messages internally, either one-to-one or to a group. Trust us, this helps reduce the amount of massive email chains and the embarrassment of replying to all when you REALLY didn't want to...

IM clips

Use clips to extract relevant parts of all instant message conversations and sync these interactions against the contact's CRM record. No more having to scroll back through weeks of IMs to find that bit of info you really need. Nifty right?

IM spaces Increase collaboration with Spaces, providing a place for employees who communicate regularly around key topics and areas to share info. After all, connected teams are efficient teams.

Interactive Voice Response (IVR)/ Auto Attendant is an automated system that interacts with callers, gathers information and routes calls to the appropriate team member. Customer satisfaction guaranteed.

Internet Protocol (IP) desk phone
They resemble your everyday desk phone but use the internet to make calls. IP phones greatly reduce costs as you don't need to pay for a physical phone line. Cha ching!

Internet Protocol Telephony (IP Telephony) is simply a way of making calls over the Internet. It's a big part of what we do and we're very good at it.

J

Jitter
Not to be confused with 'jitters', occurs when packets of information (small amounts of voice data) are dropped, or sent out of order, leading to a mixed-up conversation. Very annoying, it can be…

K

KiloBits/Kilobytes per second (Kbps) are mostly used to measure bandwidth. Fun fact: One kilobit is 1000 bits, the smallest possible unit of data.

L

Latency simply refers to the time delay of data sent from a sender to the receiver. We all want great quality calls, so make sure you keep the latency low with a provider* who offers first-rate quality of service. *nudge nudge

Local Area Network (LAN) is a group of computers or devices that connect over a network in the same location, normally the office or home sweet home.

Local presence
When was the last time you picked up a call from an unknown area? A local presence feature displays a phone number that is 'local' to the area that you are calling to increase pick-up rates.

Logs
Capture all essential call information including call categories and notes providing a full view of all your important conversations. A clever little feature that improves productivity and helps with customer service satisfaction. Win win!

M

Multi-protocol Label Switching (MPLS)
Multi-protocol Label Switching (MPLS) is a data routing technology that speeds up and controls the flow of network traffic (basically your VoIP calls), improving the user experience. Kind of like air traffic controllers...

N

Network Service Provider (NSP)

An NSP delivers services like internet access and bandwidth. These are the guys that form a bridge between the web and your internet supplier. Every information highway needs its bridges!

Non-Geographic Number (NGN)

Essentially, virtual numbers with no area code, i.e., not linked to any specific location. These are alternatives to usual 'landline' numbers that are assigned regionally. They can even be routed internationally. Sweet!

Number porting/portability is simply the process of taking your existing number and transferring it to a different provider. These can be mobile or 'landline' numbers.

O

On platform
This refers to any phone or device which runs on CloudCall's platform. This can also relate to phone numbers that are owned/held on the telephony providers phone system.

Off platform
We're not talking train platforms – Off platform refers to any phone or device which doesn't run through CloudCall's system i.e., another phone system or mobile phone. This can also relate to phone numbers.

P

Packet switching is basically data that is broken down into tiny pieces called packets. These packets are sent across a network and put back together again at the other end. Think Mike Teavee from 'Willy Wonka and The Chocolate Factory'…

Power dialer
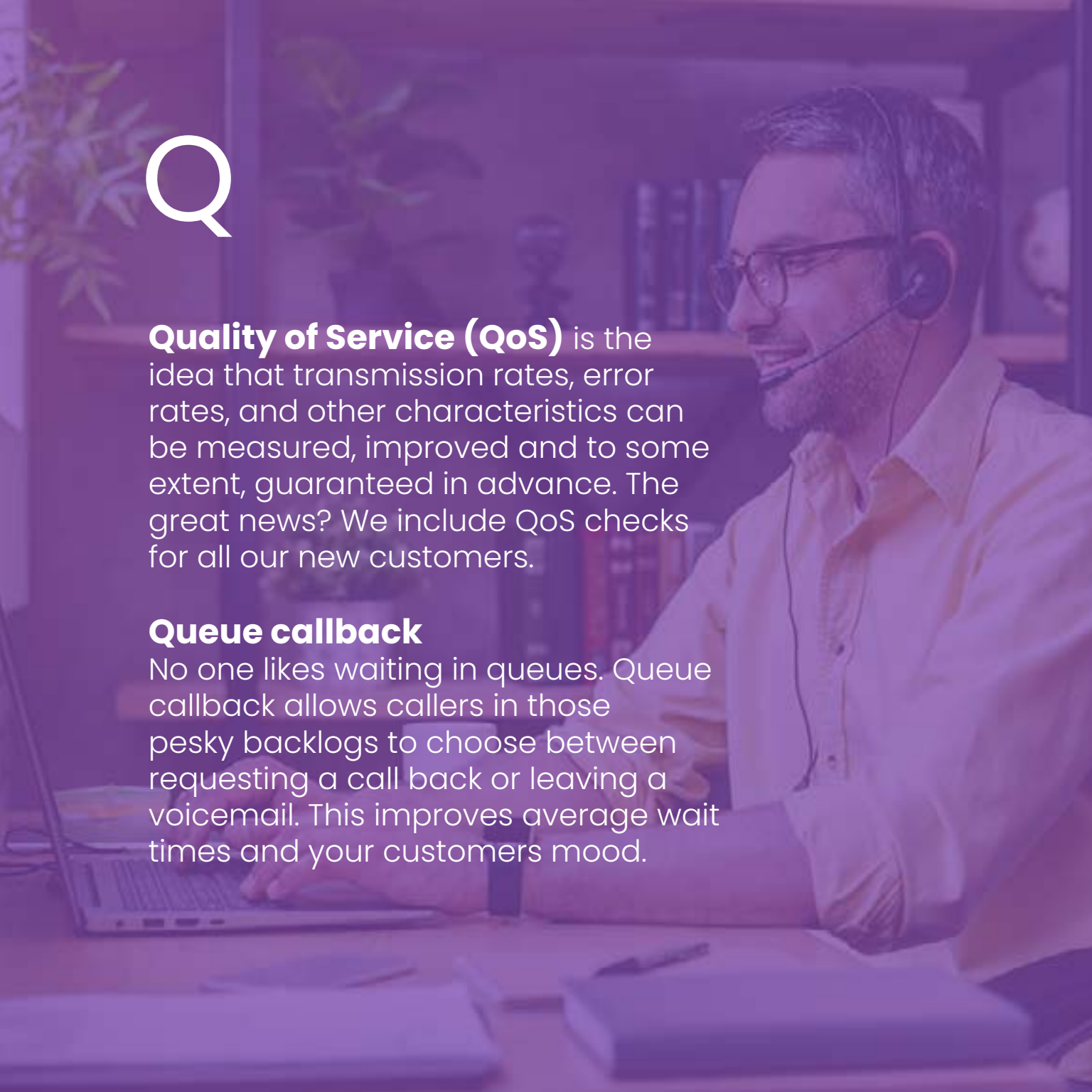Upload a prepared contact list to the dialer and boost call activities by automatically dialing through the list. Now that's some productivity enhancing stuff right there.

Private Branch Exchange (PBX) Is a private [business phone system](#) that manages internal and external calls. These can be analogue, digital or cloud based. Step it up with an integrated comms package and you'll be good to go!

Q

Quality of Service (QoS) is the idea that transmission rates, error rates, and other characteristics can be measured, improved and to some extent, guaranteed in advance. The great news? We include QoS checks for all our new customers.

Queue callback
No one likes waiting in queues. Queue callback allows callers in those pesky backlogs to choose between requesting a call back or leaving a voicemail. This improves average wait times and your customers mood.

R

Reporting automation
Schedule [reports](#) to be delivered to management teams at set dates and times. Saves you a job.

Real time dashboards
View detailed intelligence into your teams call activities. Simply build and create your own activity [dashboards](#) that provide advanced analytics in real time. Sounds good? It is!

S

Screen pops
Remove the guesswork with [screen pops](#)! Receive inbound call notifications that link to the caller's record, helping you to easily identify callers.

Session Initiation Protocol (SIP)
helps connect and disconnect voice calls, video and instant messages made over the internet. We'd be lost without it!

SMS/SMS history

Full, searchable SMS conversations are logged and recorded against the relevant customer record within your CRM system. Never lose an important message again.

Supervisor panel

CloudCall lets you access a single view of your teams' calling activities and helps management teams monitor and interact with live calls... but let's not start micromanaging, eh Dave.

Softphone

Working from home and don't have access to your desk phone? A softphone (software phone) is an application program that enables voice calls from devices connected to the internet. Simple really!

T

Terminal
Simply put, a terminal = a handset. A VoIP terminal consists of a speaker, microphone, keyboard, and a system integration.

## Trunks/trunking
Basically, an internet phone line! SIP Trunking can also send video and messages over these digital lines, so no need for separate software for each, saving you some serious $$$ over time.

U

Unified Communication (UC)
It's what we do and we're amazing at it - UC is a way to capture calls and chats, allowing you to communicate and collaborate with colleagues, while capturing all your important conversations. Plus, it helps efficiency and saves money... CloudCall for the win!
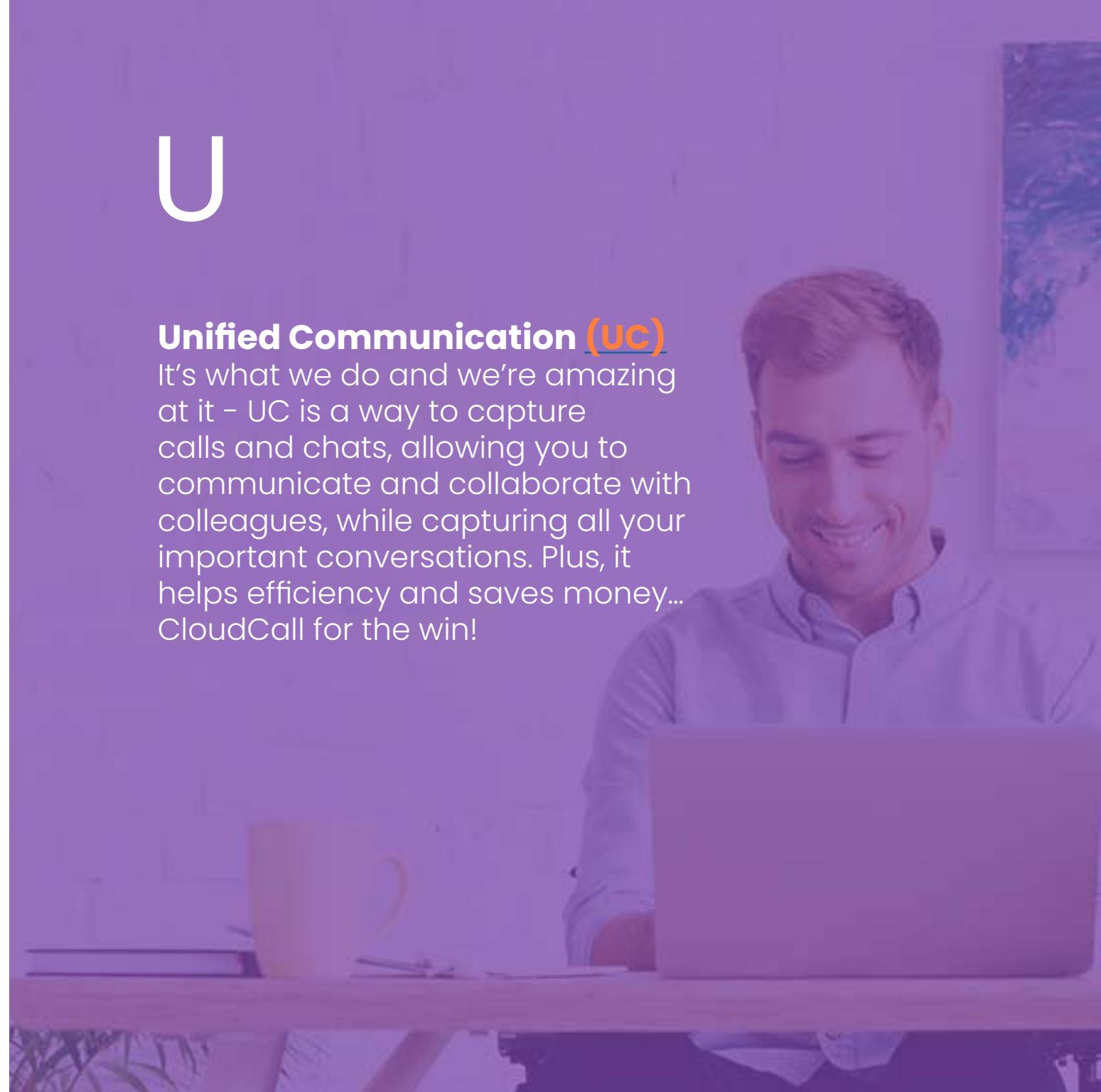
V

Virtual Local Area Network (VLAN)

Not as daunting as it sounds - A VLAN is a tailored network made from current Local Area Networks. It allows groups of devices (wired and wireless) from various networks to be linked into one network.

Virtual Private Networks (VPN)

provide you with an additional layer of protection while using a public internet connection. They work by cloaking your IP address, so you're basically untraceable. Kind of like a secret agent...

In the real world they are generally used to expand an organizations network for remote working.

Voicemail drop

Leave pre-recorded voicemail messages with a click of a button. With CloudCall you can record and store up to five voice messages for a more personal touch. We all like to feel special sometimes <3

Voice over Internet Protocol (VoIP) allows

you to make and manage your voice calls over the internet. It's at the heart of what we do, and we do it magnificently! One of the major advantages of VoIP is that platforms like CloudCall can integrate your calls and data directly into your CRM system.

W

Wide Area Network (WAN)

A WAN is simply a telecoms network that's main function is computer networking. The 'Wide Area' bit means that it covers a large geographical area.

FYI the Internet is technically a WAN itself!

Wireless Local Area Network (WLAN) is basically a wireless network that links devices using Wi-Fi to create a Local Area Network. These are usually in buildings like offices and schools. Straightforward really!

X

eXample

Please bear with us, we're very near the end! To find out more about how CloudCall can help your business, why not take a look at some of our real-life customers journeys and their successful utilization of the CloudCall platform.

Y

YouTube
The most tenuous so far, with absolutely no real relation.

Why not take a look at our YouTube channel?

Z

Z is for ZZZ
After absorbing all this technical jargon, I'm sure you could use a rest.

So put your feet up and have a listen to the CloudCall Art of Conversation podcast.

CloudCall

CloudCall is a communications platform that provides intelligence for your business. We enable and capture calls, chats and collaboration to provide a single view of multi-channel customer interactions. This turns conversations to insights that help your business grow in a complex world.

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