

CyTrack brings Twitter into Unified Call Centres!



Gold Coast, Australia 14th October, 2009 CyTrack Technologies launches integration of Twitter into their UC & Call Centre suite!

Twitter sometimes described as the SMS of the internet, allows people to enter messages no longer than 140 characters long based on the simple question of What are you doing?. It is one of the fastest growing social media marketing tools. It has been widely accepted by personal use and is now fast becoming adopted by businesses as well, examples including Virgin Blue.

Our clients can now leverage the vast marketing reach of Twitter and enable them to provide the ability for customers to request an automatic telephone call-back to their tweets said Nick Milan Managing Director of CyTrack.

Using a simple comment in their Tweet that our clients can advertise, we can then have the customers number automatically called back by a member of the customer services team and also if either that number or twitter username is in our clients CRM we can also pop those details to the callers screen as reference. We have devised the solution so that numbers can remain anonymous for privacy if that is a preferred delivery method

This is tremendously exciting ! The reach and convenience of Twitter is causing exponential growth in its adoption and to bring it into the marketing repertoire of our clients and the means to request and fulfil call-backs is a very powerful service and a means of providing customers more options in how they may wish to communicate

About CyTrack
CyTrack is a 100% owned Australian company that has been specialising in software for Unified Communications, Call Centre solutions and Business Intelligence for more than 14 years, and is distributed in more than 15 countries. CyTrack is a Microsoft Gold Certified Partner. CyTracks suite of modular software applications deliver advanced functionality and real business benefits for businesses trying to manage a varied range of communications internet, email, web messaging, VoIP, video conferencing and more.

For more information visit
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