

## Salesforce CRM Connector

MAGNIFY THE POWER OF SALESFORCE CRM IN YOUR SALES, SERVICE, OR HELPDESK ENVIRONMENT WITH CTI FOR CRM.

CTI for CRM helps your organization increase productivity, improve the efficiency of contact center staff and deliver superior customer service by allowing your agents to personalize their response to each caller.

### Overview

Many organizations today are taking advantage of CTI software to improve the productivity of their contact center agents, enhance the customer's experience, increase customer loyalty, and generate additional revenue. Enhouse Interactive's CTI for CRM provides integration to Salesforce using our Salesforce CRM Connector.

By connecting directly with Salesforce, agents are armed with a 360 degree view of the customer - linking call and caller data. Armed with this information, agents can personalize their interaction with the customer, respond more precisely to customer inquiries and can resolve customer issues on a single call. With responsive and knowledgeable service representatives, your organization will stand out from the crowd and build long-lasting relationships with customers.

### Screenpop

Using the Calling Line ID (CLI) or Customer Number associated with an incoming call to pop a Salesforce record complete with the customer's details directly from your Salesforce database.

### Click-to-dial

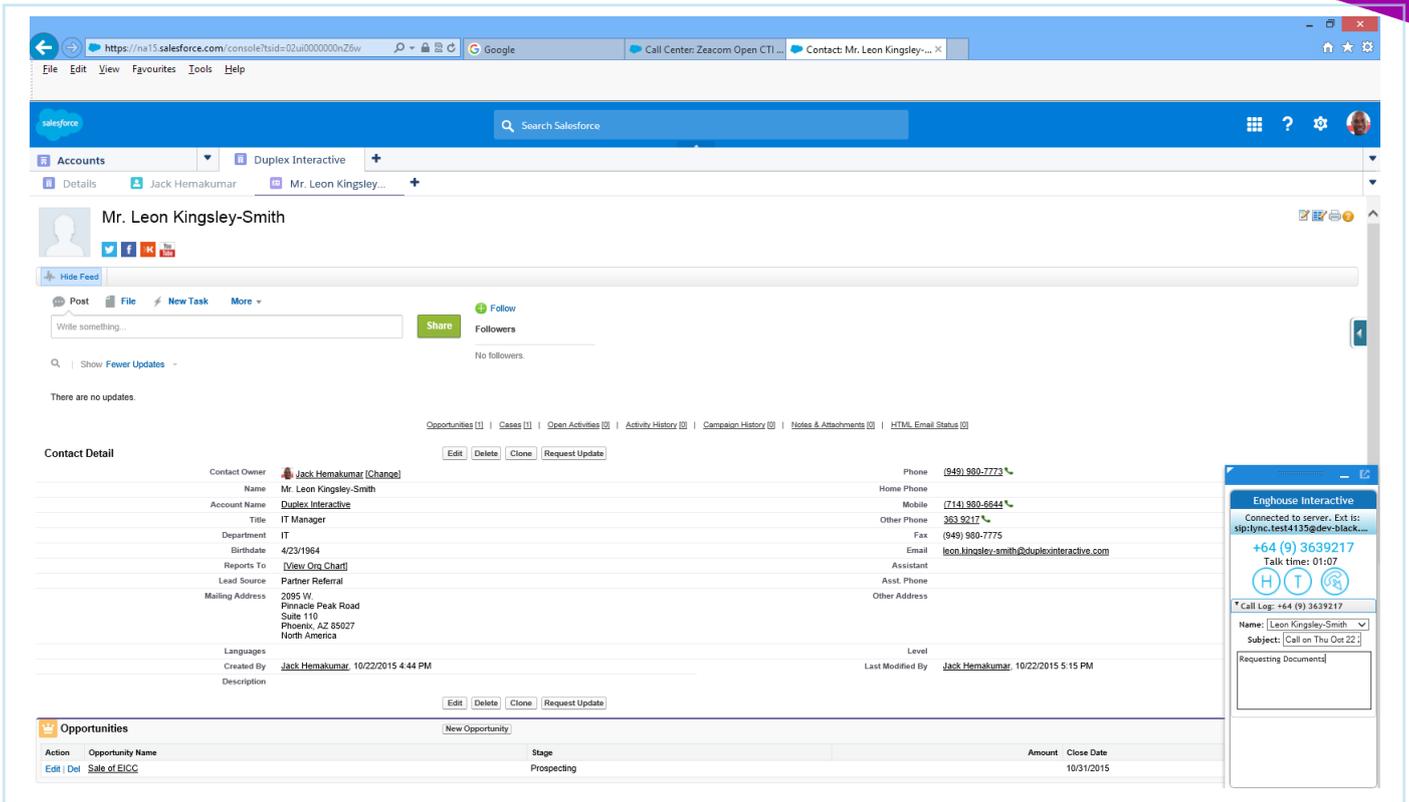
A single click launches an outbound call, reducing time and errors by calling customers directly from the Salesforce contact.

### Coordinated call and data transfer

Transfer the call and the call data, including notes attached to the call record, to the receiving agent, enabling seamless support by more than one agent during a single interaction.

### Benefits

- **Reduce call times by 10-20 seconds** with a faster, more personalized service - agents have the customer's name and other details available to them before they answer the call.
- **Reduce customer frustration** created by agents repeatedly asking them for the same information each time they call.
- **Lower talk times and reduce wait times** in the queue - improving customer satisfaction.
- **Improve efficiency** with outbound calls as agents can search for a contact and place the call from within the Salesforce application.
- **Reduce costs** by lowering training requirements and introduce considerable workflow efficiencies for agents and knowledge workers.
- **Increase the accuracy of your customer records** by presenting them to your staff for updating every time the customer calls.



## How does it work?

Salesforce (www.salesforce.com) is the industry leading web based CRM system that allows users to access their account through a standard web browser interface. Enghouse Interactive's Communications Center (CC) interacts with Salesforce CRM Connector via the standards based Open CTI interface.

When the CRM Connector is running, it enables a soft phone interface within the Salesforce browser window that allows the user to interact with the telephone system. This allows answering of inbound calls, making outbound calls and telephony functionality from within the browser window such as the ability to answer, drop, hold and transfer calls. The soft phone interface can be used in parallel with the CC TouchPoint application or standalone.

The caller is identified using either their caller ID supplied by the Public Telephone Network or by other unique customer information which EICC can prompt the caller to enter. When a call arrives at the agent's extension, Enghouse Interactive's Salesforce CRM Connector searches for a match on the CLI or customer entered data and screenpops the customer record within Salesforce. If no match is found, a new record (such as a new Lead) can be created with the phone number field populated.

The screenpop application is configurable and can be configured while running. The Salesforce CRM Connector also allows agents to make an outbound call to a contact by clicking on a phone number within a Salesforce record.

## About Enghouse Interactive

Enghouse Interactive's integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimization. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.