

CTI for CRM

CTI INTEGRATION
FOR SALESFORCE



PRODUCT SHEET

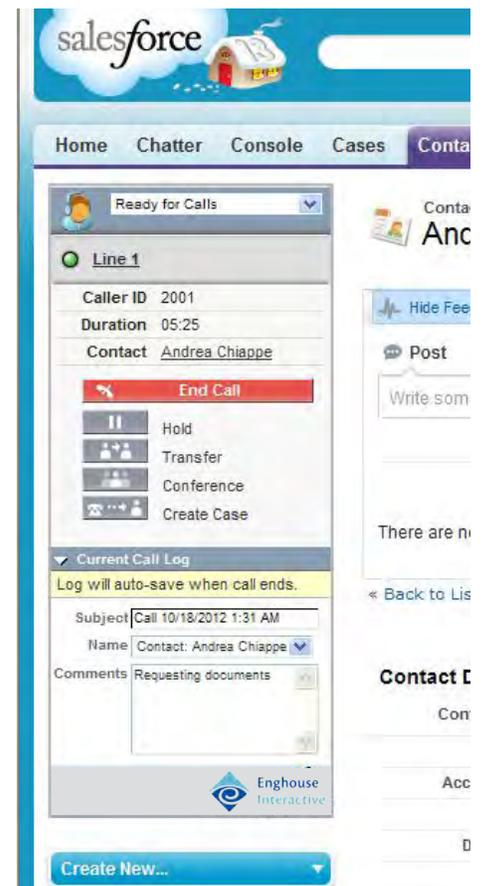
Many organizations today are taking advantage of CTI software to improve the productivity of their contact center agents, enhance the customer's experience, increase customer loyalty, and to generate additional revenue. Enghouse Interactive CTI for CRM provides integration to Salesforce CRM, the leading cloud-based CRM application for managing the customer relationship. With the CTI for CRM integration, agents receive productivity-enhancing features such as application screen pops directly to the contact at call arrival.

CTI for CRM Capabilities

- Screen Pop – using auto-search, an application 'pops' to the specific Salesforce contact, delivering call details and the customer's history to the agent with each incoming call so that they can personalize the customer interaction and handle contacts quickly and effectively.
- Click-to-Dial – one click launches an outbound call, reducing time and errors by calling customers directly from the Salesforce contact
- Coordinated Call and Data Transfer - transfers the call and the call context, including notes attached to the call record, to the receiving agent, enabling seamless support by more than one agent during a single interaction and eliminating the need for customers to repeat themselves

Improved Operations

- Reduce call time by 10-20 seconds per call
- Instantly retrieves and screen-pops customer related information
- Provides a better and more immediate response to the customers
- Increases first call resolution
- Offers a more personalized experience to the caller
- Dials out automatically and faster with a single mouse click
- Handles higher call volumes



Build Customer Loyalty Through Personalization

CTI for CRM connects directly with Salesforce CRM, providing the agents with a 360 degree view of the customer and linking call and caller data into the Salesforce application. 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. Ultimately, a satisfied customer leads to customer retention, which enables your company to grow existing business.

Empower Your Customer Service and Support Teams to Generate Additional Revenue

Many organizations today are taking advantage of CTI software to build proactive, revenue-generating processes. For example, Screen Pops can be used to suggest cross selling strategies and Click-to-Dial can be used to drive outbound lead generation programs.

The World's Market Leader in CTI

CTI for CRM enables customers using Salesforce CRM to optimize the investment in their premise-based contact center infrastructure and significantly enhance their Salesforce CRM software by adding CTI capabilities. CTI for CRM is built on the world's leading CTI software, Enghouse Interactive CTI Connect (formerly CT Connect)

Today, Enghouse Interactive CTI for CRM delivers calls to more than one million agents worldwide and provides the most robust and reliable CTI solution on the market supporting leading PBX, Automatic Call Distribution (ACD) and IP communication environments. In addition, CTI for CRM is based on industry standards, such as SIP and CSTA, which enables application developers and systems integrators to add CTI capabilities to voice self-service, contact center and unified communications solutions at dramatically lower cost than ever before. Now more than ever, CTI capabilities are within your reach.

Supported Communication Platforms

- Alcatel OmniPCX Enterprise
- Asterisk
- Avaya Aura Communication Manager (S8xxx Server)
- Avaya IP Office
- Cisco CallManager
- Ericsson Business Phone
- Nortel Business Communications Manager (BCM)
- Nortel Meridian with Symposium or Nortel Contact Center
- Nortel Communication Server 1000M with Symposium or Nortel Contact Center
- Siemens HICOM 300E (North America)
- Siemens HiPath 4000



AppExchange Program
PARTNER

About Enghouse Interactive

Enghouse Interactive is the union of products and expertise from leading solution providers including: Arc Solutions, CosmoCom, Datapulse, Syntellect, Telrex, Trio, and Zeacom. Now a single, global organization, Enghouse Interactive delivers flexible and scalable solutions that will meet a company's communications needs across their organization, including: global communications management, contact center solutions, attendant consoles, IVR or self-service solutions and call recording and quality management tools.



Learn more at www.enghouseinteractive.com

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