



CRM Integration

CONNECT YOUR SYSTEMS TO YOUR CUSTOMERS

Customers expect their contact experience to be effortless and successful first time, every time. No matter when and how they choose to interact, the business needs to always know who the person is, what is the interaction history and the most appropriate agent available for them to speak to.

Enghouse Interactive can help with its out of the box APIs and Computer Telephony Intergration (CTI) development platform for CRM and 3rd party integration, proven with hundreds of deployments across all industries and contact centre sizes. We can help you to provide a personalised service experience that builds customer loyalty while simultaneously lowering costs.

“What’s your name and account number again”

One of the biggest areas of customer frustration is to repeat information and be passed around from person to person to resolve issues. Having the connection between your CRM or 3rd party data systems can deliver a significant return on investment.

In a 50 seat call centre the average agent takes approximately 60 calls a day.

Presenting information directly from your integrated CRM to the agent can shave a call by 20 seconds.

Maximise your headcount and customer experience and reduce cost and time by 30 minutes per agent per day

Seamless presentation of customer information

Most organisations have completely separate systems, often with different mind-sets and processes. Enghouse Interactive brings old and new technologies and services together. This enables quality customer information to be displayed instantaneously. For customers with multiple CRMs we can help engage in customer designs to help consolidate the 360 view of the customer information across multiple systems. The Computer Telephone Integration (CTI) applications feature capabilities include:

Screen Pop – the application ‘pops’ to the specific applications, delivering call details and the customer’s history to the agent with each incoming call so that they can personalise the customer interaction quickly and effectively.

Click-to-Dial – one click launches an outbound call, reducing time and errors by calling customers directly.

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.

Bespoke integration - No two customers are the same and to meet your customer requirements we can expand into custom workflows and deliver specific integrations as required.

Benefits

- Reduce call time by 20 seconds per call
- Instantly retrieve and screen-pop customer related information to resolve issues quickly
- Provide a better and more immediate response to the customers
- Build customer loyalty by personalising interactions with customers
- Increase first call resolution
- Offer a more personalised experience to the caller
- Dial out automatically and faster with a single mouse click
- Handle higher call volumes with a reduction in handling times
- Out-of-the-box integration reduces CTI project time and costs



“We currently have a number of 3rd party products that are integrated into our CRM/housing system and contact centre systems which means that advisors use one system to see and update data from multiple sources”

How does the integration work

Across all our contact centre solutions, we have out of the box integrations and a development platform, to allow developers to create bespoke integrations to 3rd party systems using Enghouse Interactive Computer telephony integration (CTI) tool, a lynchpin technology reducing development time, cost and complexity of building CTI applications. With the ability to coordinate voice and data traffic in integrated customer service applications utilised by more than 1 million contact centre agents. Enghouse Interactive continuously develops new connectors and applications so you can be rest assured that you can get your customer information at your fingertips

CRM and 3rd party Connectors

Enghouse Interactive has developed a number of out of the box integrations for specific CRM solutions including leading systems such as:



Vertical specific CRM tools

Similarly, in addition to a set of core functionality common to all CRM systems, most companies benefit from some degree of industry-specific CRM systems such as:

Housing / Government



Information Technology



Use your data for business intelligence and generate revenues

Every customer connection creates a huge volume of information about that individual, which can be analysed to help businesses be more effective at understanding their customers contact trends and how they can be most effectively managed. Use your data to be proactive with your customers rather than them always having to chase you. For example, SMS or email renewal notices, or outbound campaigns.

Don't just think CRM systems

Whether you're a small business looking to expand, or a contact centre needing to improve services - bridging the gap between your customer communication system and business applications yields many benefits. Speak to Enghouse Interactive for all your integration needs with open APIs to other 3rd party systems such as bill payments, service desk applications and specific vertical systems. Take advantage of our expertise and work towards a single view of the customer from multiple sources and reduce customer frustration and costs.

About Enghouse Interactive

Enghouse Interactive's integrated suite of solutions includes multi-channel contact centre, self-service, attendant operator consoles and workforce optimisation. 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.