



CRM Connect

Elevate your CRM with
smart telephony



**Enhouse
Interactive**

enhouseinteractive.co.uk

CRM Connect presents an opportunity for businesses to engage with their customers and prospects.

Combining telephony with the rich customer data in your CRM system such as Salesforce instantly provides you with an end-to-end solution that helps you to sell more, serve better and grow faster.

CRM Connect integrates directly into your CRM, which means fewer clicks for agents, and a single, consolidated repository of customer information for increased efficiency.



Engage with your customers

Instant access to the full interaction history means the sales or service agent can resolve enquiries faster and without the customer having to repeat themselves to different representatives. You can provide your customers with a much more efficient and personalised service experience that will build stronger relationships and long-term loyalty.



Boost productivity of your work force

Giving your staff all relevant data at their fingertips, empowers them with the information they need to have successful conversations with customers and prospects. The added functionality combined with a complete view of your customers' data makes it not only easier and quicker to resolve enquiries, but also increases your employees' productivity and job satisfaction. Intelligent automation relieves them from manual tasks which can be time consuming and prone to inaccuracy.

CRM Connect empowers your team to

- Boost productivity with click-to-dial, screen pop and live note taking.
- Unlock the full potential of your CRM with improved adoption from automatic activity logging and bespoke wrap up codes.
- Reduce the number of manual data entry tasks while handling calls by automatically creating and updating records in your CRM, ensuring 100% data accuracy.
- Benefit from total visibility of all customer interaction history empowering agents to respond quickly and competently.
- Measure performance with reports as part of your CRM tool to help optimise your agents' time effectively and reduce downtime.
- Track presence and availability statuses for optimal workforce utilisation.
- Seamlessly access both your telephony and CRM platform within a single application.



Grow your business

CRM Connect has customers around the globe. With many of our customers being multinational companies that have phone systems across sites in multiple countries, we are accustomed to dealing with complex deployments and custom requirements.

CRM Connect can operate over the top of any supported PBX/ACD allowing your agents to manage calls through the CRM interface.

With CRM Connect being priced on a per user basis you will be able to offset your investment quickly, enjoying all the benefits of a cost effective and powerful solution. Extending the value of your CRM platform with the contact centre functionality that CRM Connect offers, makes it the perfect tool for upgrading your customer service at very competitive costs.



Optimise the way you engage with your customers.

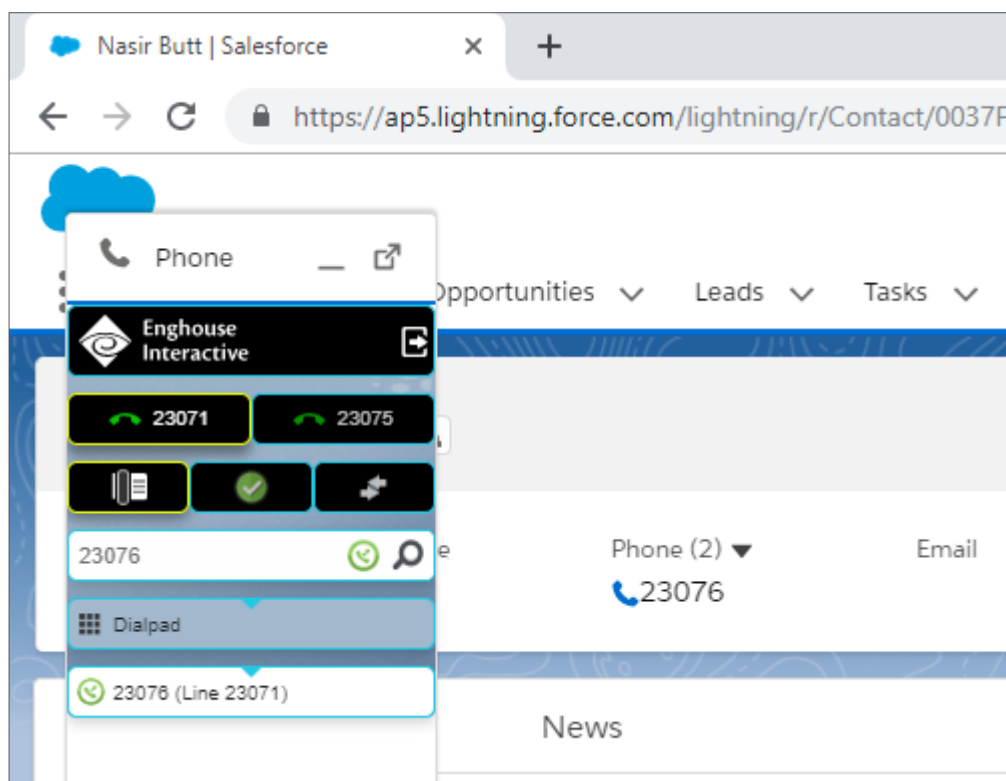
By providing them with the exceptional and personalised service they want, while simultaneously unlocking the productivity of your sales or services teams, you will thrive within your digital technology foundation growing your business and ultimately increasing your revenue.

CRM Connect FEATURES



Click to Dial

You can initiate a phone call with just a single click on the telephone number inside the CRM record, all tracked automatically. This allows you to increase productivity and save time spent manually dialling numbers. Organisations dealing with a high volume of outbound phone calls can realise significant savings by slashing time lost to misdialled numbers.





Screen Pop

As soon as an agent connects with a customer, a screen pop appears on the agent's desktop with the customer's information from the CRM for the agent to reference and edit. The result is higher efficiency and more effective customer support interactions. Screen pops shorten call time by 20 seconds or more.



Wrap-up codes can also be used to automate follow up tasks.



CRM Connect consistently captures inbound and outbound call activities in your CRM, along with their associated records and call duration, for rich and accurate reporting. This eliminates the need for your agents to manually log calls and as a result minimises the risk of errors and omissions.



Call and Screen Transfer

CRM Connect allows you to route calls to any geographical location and the best-suited, available agent or account manager, eliminating unnecessary transfers and resulting in increased first call resolution rates. The receiving agent will have the CRM record and with that all interaction history including notes enabling competent and seamless support without the customer having to repeat information.



Call Control

Telephony controls such as hold or transfer are available directly in the user interface of your CRM. This gives your workforce the needed controls right within the toolbar, eliminating the need to switch between applications or reaching for their phone.



ACD Agent Features

CRM Connect supports ACD Ready/Not Ready work mode status as well as predefined Not Ready reason codes. Setting their phone to Not Ready when leaving their desk, results in inbound phone calls being routed to another available agent instead of getting missed leaving customers frustrated.



Available on Salesforce AppExchange

CRM Connect is listed on Salesforce AppExchange. We have a global partnership agreement with Salesforce to enable sales of our CRM integrations for both ACD Agents and our Contact Centre portfolio. Through Salesforce Classic and Salesforce Lightning, CRM Connect provides integration with leading PBX including Avaya, Cisco and many others.

Please visit the AppExchange website to
learn more about our certifications
for salesforce.com™

CLICK HERE

CRM Connect BENEFITS



Reduce call time by 20 seconds per call



Dial out automatically and faster with a single mouse click



Increase first call resolution



Handle higher call volumes with reduced handling times



Instantly retrieve and screen-pop customer related information to resolve issues quickly



Reduce number of manual data entry tasks for improved efficiency and accuracy



Provide a better and more immediate response to the customers



Build customer loyalty personalised and effortless service experience

About Enghouse Interactive

We are the world's most reliable contact centre technology provider. Our global brand is built on our track-record of consistently honouring our commitments to our customers, our staff and our shareholders.

Enghouse Interactive, a subsidiary of Enghouse Systems Limited (TSX: ENGH), is a leading global provider of contact centre software and service solutions that deliver enhanced customer service and transform the contact centre from a cost centre into a powerful growth engine. Our practices and solutions enable businesses to leverage meaningful, daily customer interactions to extract key insights used to deepen customer loyalty and uncover new opportunities to add value, profitably.

Supporting over 10,000 customers, in 120+ countries, Enghouse Interactive works within any local regulatory environment and supports any telephony technology, whether deployed on premises or in the Cloud, ensuring that our customers can be reached by their customers – anytime, anywhere and via any channel.



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