

## Integrated Business Telephony for Salesforce CRM



*Even SMEs can now deploy a contact centre capability that was once only available to the largest of organisations.*

NewVoiceMedia's Cloud Computing Telephony, seamlessly integrated with Service Cloud from salesforce.com, transforms the way customers are handled when they call into an organisation.

At call delivery the agent's Salesforce desktop is automatically presented with the caller's contact details, call history and purchasing profiles. More importantly, customer data held in salesforce.com can be used to intelligently route calls to the most appropriate agent or team. This is a dramatic improvement in efficiency and helps to improve the overall caller experience.

Ideal for sales, support centres and help desks, the solution is used by companies such as the Royal Mail, Grant Thornton and Thomas Cook with large multi-centre operations – and a myriad of SMEs with just a few people that don't even think of themselves as being in a contact centre.

**At a Glance**

- No hardware or software required, just Pay-as-you-Go from a low cost per agent per month (SaaS business model)
- Deployed in days and scalable from 1 to over 1000 users
- Configurable over the web, even by non-technical staff
- Integrated agent user interface – no switching between applications, e.g. outbound calls are just 'click-to-dial'
- Incoming call automatically pops customer contact information held in Salesforce
- Everything you need: Inbound ACD, Outbound, IVR, CTI, Screenpops, Call Recording, Speech Analytics and Management Statistics.
- Intelligent customer-centric call treatments such as value-based routing, service-level routing, lifecycle routing, targeted messaging.

# For businesses and contact centres of all shapes and sizes

## Customer Service Centres

Integrating telephony within Salesforce CRM enables help desks and customer service centres to streamline their operations and there's no need to raise CapEx or spend months getting everything to work!

For example, customers with a 'Gold level' service entitlement can be automatically prioritised and routed to the experts in the Gold service team – callers with an open case can be routed back to the same service agent; Bronze level customers can be asked to leave a voicemail if out of hours or invited to immediately upgrade to a better service level. New customers can be directed to a lower skilled group or outsourced service agency because the call probably concerns a standard installation problem – this ensures that your skilled staff are not dealing with trivial calls.

The agent's Salesforce screen is automatically loaded with the caller's contact details and associated service needs and case management history. It's easy to incorporate problem diagnosis scripts too.

- Service entitlement routing prioritises callers according to needs and/or contracted level of service
- Salesforce CRM case management tools track progress
- Ideal for homeworking and virtual team operations
- Call recording and remote agent monitoring for training purposes

*“When considering cost and functionality, many companies are finding SaaS-based contact centres to be the more effective solution for their needs.”*

*Drew Kraus, Research VP, Gartner*

*Business telephony at a low monthly fee per user – there's no hardware or software to buy, commission or maintain!*

## Sales Contact Centres

Imagine this scenario: before a call is even put through you've identified the caller, discovered that he or she was quoted yesterday and has accumulated loyalty card points showing they are a big spender. Let's give them a brief on-hold message that advertises the product they are interested in, prioritise them in any queue, then route them either back to the same agent they spoke to yesterday, or to a specialist agent with honed closing skills. It's all achievable by Salesforce.

When the call is put through, the agent's screen will already be showing everything that is needed to help close the sale, while any wrap-up is entered directly into the same screen.

All of this, and more, is available at a low monthly fee per agent and you can be up and running in days!

- Value-based routing gets the right agent talking to the caller the first time
- Returning callers are prioritised in any queue
- Agents can schedule tasks to make outbound calls
- Individual caller treatments make the caller feel special and increase upselling/cross-selling opportunities
- Call recording and remote agent monitoring for training, compliance checks and security purposes

