

# Connector for MS Dynamics CRM

## Protect and Build Upon Your Investments

Mitel® Contact Center Screen Pop Connector for Microsoft® Dynamics CRM delivers real-time customer data to employee desktops as calls arrive. With critical customer information at hand, employees can reduce call response and duration times. By streamlining business processes, contact centers of any size can improve efficiency, increase revenues, and enhance customer satisfaction.

### Manage Interactions

Contact Center Screen Pop Connector for Dynamics CRM manages interactions between the Microsoft CRM server and employee desktops, providing click-to-dial, call logging, and screen pop capabilities. Prepackaged integration provides ease of installation and configuration and ongoing support for upgrades.

### Access Customer Information

Contact Center Screen Pop Connector for Dynamics CRM is an optional application that works in conjunction with Mitel Contact Center Management and Contact Center PhoneSet Manager. Based on the caller's phone number (ANI), the toll free number the caller dialed (DNIS), or customer entered digits\*, Contact Center Screen Pop launches CRM database pages with pertinent customer records. With instant access to customer information, employees can provide prompt, effective service.

### Provide Efficient, Effective Service

Designed to optimize call handling, the optional click-to-dial from employee desktops feature saves time and virtually eliminates misdialled calls. With complete customer records in front of them, employees can quickly access information and dial customer phone numbers with a single mouse click.

Automatically delivering a Microsoft CRM Phone Call or other activity page in conjunction with a sales, service, marketing, or other CRM page ensures employees log all customer interactions. It encourages compliance to business processes, improves reporting, and enables employees to access case histories and provide consistent service.

\*Requires Mitel Intelligent Queue Collect Caller Entered Digits

### Reduce Costs, Save Time

Contact Center Screen Pop Connector for Microsoft Dynamics CRM enables employees to quickly identify customers and provide efficient service. The integration of Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) systems with contact center call flows has been shown to consistently decrease call handling times and increase the accuracy of business transactions.

CRM integrations, such as desktop screen pops, can reduce call handling by 20 seconds per call. For a contact center with 50 employees who each process an average of 10 calls per hour, 8 hours a day, 5 days a week, this translates to 5778 hours saved per year. Based on an average of 220 work days per year, this is equivalent to having 3 or more additional employees to process calls.

### Customize Screen Pop Displays

The Contact Center Screen Pop Connector for Microsoft Dynamics CRM can display screen pops based on the following parameters:

- Queue receiving the incoming call
- Logged in agent extension
- DNIS
- Caller name
- Collected digits\*
- ANI
- Agent receiving the incoming call

The Contact Center Screen Pop Connector for Microsoft Dynamics CRM can display screen pops based on the following CRM entities: Leads, Accounts, Cases, Contacts, and Opportunities.

To screen pop based on fields that are not listed above, engage Professional Services to customize the Contact Center Screen Pop Connector for Microsoft Dynamics CRM to meet your specific business needs.

## Features

- Automatically deliver any Microsoft CRM database page to contact center employees upon call arrival
- Simultaneously deliver a Phone Call or other Microsoft CRM activity page to employees
- Configure multiple screen pops, based on queue, ACD/ non- ACD, or specific parameters from the familiar Contact Center Management user interface
- Quickly identify callers and the services they are requesting Readily verify and update database records
- Click-to-dial functionality: call, fax, or email customers from within Microsoft CRM
- Easily implement and support Contact Center Solutions and Dynamics CRM applications
- Pre-populate CRM phone activities with the ANI, DNIS, or caller entered digits.

## Benefits

- Surpass service level goals and reduce the cost per interaction
- Encourage compliance to business processes and improve reporting
- Increase agent efficiency and productivity
- Increase customer satisfaction Provide prompt, informed service Provide customers with consistent service
- Benefit from prepackaged integration and ongoing support for Mitel Contact Center Solutions and Dynamics CRM upgrades
- Automate common agent actions

## Specifications

Mitel Contact Center Screen Pop Connector for Microsoft Dynamics CRM is a prairieFyre Professional Services offering, which includes 8 hours of professional services time, and has the following requirements:

- Mitel Contact Center Management ,Version 5.x
- Mitel Contact Center PhoneSet Manager or Contact Center Softphone
- Mitel Contact Center Screen Pop
- Mitel Intelligent Queue
- Mitel Intelligent Queue Collect Caller Entered Digits
- Microsoft Dynamics CRM version 3.0 or 4.0
- Username and password of the CRM server

## Contact Information

For more information about Connector for Microsoft Dynamics CRM, contact us at:

613-599-0045 , Option 5

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