



MITEL

Contact Center Solutions Salesforce.com Integration

Streamline Customer Relations

Mitel® Contact Center Solutions Salesforce.com Integration delivers real-time customer data, in the Salesforce.com user interface, 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.

Provide Enhanced Capabilities

Salesforce.com Integration manages interactions between the Mitel Contact Center Management server and the hosted Salesforce customer relationship management (CRM) server. Salesforce.com Integration offers a wide variety of enhancements and capabilities, including seamless integration, screen pop, call control, click-to-dial, call logging, and employee presence indicators (ACD only).

Comply with Business Practices

Automatically delivering a Salesforce CRM page ensures employees log all customer interactions and requests in the Salesforce CRM database. This interaction encourages compliance to business processes and enables employees to readily access case histories and provide consistent service. Detailed call information is also captured by Contact Center Management for reporting purposes.



Save Time, Lower Costs

With customer satisfaction in mind, Salesforce.com Integration enables employees to quickly identify customers and provide efficient service. The integration of 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 ten calls per hour, eight hours a day, five 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 three or more additional employees to process calls.

Access the Salesforce CRM Database Efficiently

Salesforce.com Integration is an optional application that natively delivers Contact Center Management and call control functionality in the Salesforce.com user interface. Calls are routed from the telephone system to Salesforce based on the caller's phone number (ANI), the toll-free number dialed by the caller (DNIS), or customer-entered digits*, and Salesforce CRM database pages with customer records are launched. With instant access to customer information, employees can provide prompt, effective service.

*Requires Mitel Intelligent Queue collect caller entered digits

Features

- Seamlessly integrate Contact Center Management and call control functionality with Salesforce CRM
- Automatically deliver any Salesforce CRM database page to contact center employees upon call arrival
- Quickly identify callers and the services they are requesting
- Click-to-dial for external or internal calls
- Automatically save call data
- View employee availability

Benefits

- Benefit from a unified desktop experience, where employees have access to all the tools they need to do their job in a single user interface
- Surpass service-level goals and reduce the cost per interaction while encouraging compliance to business practices
- Increase customer satisfaction by providing prompt, informed service
- Save time and avoid misdialed calls
- Access detailed call information to assist with employee assessment and training, or customer complaint resolution
- Improve customer satisfaction and call resolution times by viewing employee availability before transferring calls or setting up consultation or conference calls

System Requirements

Mitel Contact Center Solutions Salesforce.com Integration has the following requirements:

- Mitel Contact Center Management, or Mitel Call Accounting Release 5.6 or higher
- Mitel Intelligent Queue collect caller entered digits (optional)
- Salesforce CRM Enterprise or Unlimited Edition

Global Headquarters

Tel: +1(613) 592-2122
Fax: +1(613) 592-4784

U.S.

Tel: +1(480) 961-9000
Fax: +1(480) 961-1370

EMEA

Tel: +44(0)1291-430000
Fax: +44(0)1291-430400

CALA

Tel: +1(613) 592-2122
Fax: +1(613) 592-7825

Asia Pacific

Tel: +852 2508 9780
Fax: +852 2508 9232

For more information on our worldwide office locations, visit our website at www.mitel.com/offices

THIS DOCUMENT IS PROVIDED TO YOU FOR INFORMATIONAL PURPOSES ONLY. The information furnished in this document, believed by Mitel to be accurate as of the date of its publication, is subject to change without notice. Mitel assumes no responsibility for any errors or omissions in this document and shall have no obligation to you as a result of having made this document available to you or based upon the information it contains.

M MITEL (design) is a registered trademark of Mitel Networks Corporation. All other products and services are the registered trademarks of their respective holders.

© Copyright 2009, Mitel Networks Corporation. All Rights Reserved.

GD 950_4338 PN 51015370RA-EN

www.mitel.com

