



Syntellect PhoneLink for Salesforce.com

PRODUCT BRIEF

PHONELINK CAPABILITIES

- Screen Pop – which delivers call details and/or the customer's history to the agent along with the call so that they can personalize the customer interaction and resolve the issue more quickly
- Click-to-Dial – which reduces wasted time and errors by calling customers directly from within a Salesforce contact
- Coordinated Call and Data Transfer - enables notes attached to a call record by one agent to be used by other agents when the call is transferred to them, enabling seamless support by more than one agent during a single interaction

Syntellect PhoneLink™ for AppExchange is a CTI application that adds Screen Pop and Click-to-Dial capabilities to contact centers in organizations using the Salesforce.com on-demand customer relationship management (CRM) software.

Many organizations today are taking advantage of CTI software to improve the operations of their contact center, improve customer loyalty, and/or generate additional revenue.

IMPROVED OPERATIONS

- Reduce call time by 10-20 seconds per call
- Instantly retrieves and screen-pops customer related information
- Provides a better and more immediate response to the customers
- Increases first call resolution
- Offers a more personalized service
- Dials out automatically and faster with a single mouse click
- Handles higher call volumes

BUILD CUSTOMER LOYALTY THROUGH PERSONALIZATION

Syntellect Phonelink for Salesforce.com connects directly with your Salesforce.com CRM subscriptions, allowing your agent to take advantage of the customer history about the call, providing the agents with a 360 degree view of the customer. Armed with this information, agents can personalize their interaction with the customer, respond more precisely to customer inquiries and can resolve customer issues on a single call. With responsive and knowledgeable service representatives, your organization will stand out from the crowd and build long-lasting relationships with customers.

Ultimately, a satisfied customer leads to Customer Retention, which enables your company to grow existing business.

EMPOWER YOUR SERVICES AND SUPPORT TEAMS TO GENERATE ADDITIONAL REVENUE

Many organizations today are taking advantage of CTI software to build proactive, revenue-generating processes. For example, Screen Pops can be used to suggest cross selling strategies and Click-to-Dial can be used to drive outbound lead generation programs.



SYNTELLECT PHONELINK 2.1 SUPPORT SWITCHES

Switch/ACD	Switch Interface	Switch Interface/Protocol
Alcatel OmniPCX Enterprise	CSTA	CSTA2
Asterisk	TCP/UDP	SIP
Avaya S800x IP range	ACM & DLG/MAPD	ASAI
Avaya S800x IP range	ACM & AES/DLG	ASAI
Avaya S800x IP range	ACM & DLG/MAPD	ASAI
Avaya S800x IP range	ACM & AES	TSAPI
Avaya IP Office	TAPLinkPro	TAPI2
Cisco CallManager*	Envoy CT Connect Gateway for Cisco CallManager	JTAPI
Ericsson Business Phone	Business Communications Platform Version 4	CSTA1
Nortel Business Communications Manager (BCM)	LanCTE	TAPI3
Nortel Meridian 1	Symposium	Meridian Link Services
Nortel Communication Server 1000M	Symposium	Meridian Link Services
Nortel Communication Server 1000M	Nortel Contact Center Server 6	Meridian Link Services
Siemens HiCCM 300E (North America)	CallBridge for Workgroups	CSTA1
Siemens HiPath 4000	CAP V3.0.	CSTA3

THE WORLD'S MARKET LEADER IN CTI

Syntellect PhoneLink enables Salesforce.com customers to significantly enhance their Salesforce.com CRM software by adding CTI capabilities through an integration with Syntellect CT Connect™, the world's leading CTI software.

Today, Syntellect CT Connect routes calls to more than one million agents worldwide and provides the most robust and reliable CTI solution on the market providing support for all of the leading PBX, Automatic Call Distribution (ACD) and IP communication environments. In addition, Syntellect CT Connect is based on industry standards, such as SIP and CSTA, which enables application developers and systems integrators to add CTI capabilities to voice self-service, contact center and unified communications solutions at dramatically lower cost than ever before. Now more than ever, CTI capabilities are within your reach.



ABOUT SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high- technology, help desk, consumer products and healthcare industries.



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