

Integration with Salesforce Desktop

from Interactive Intelligence®

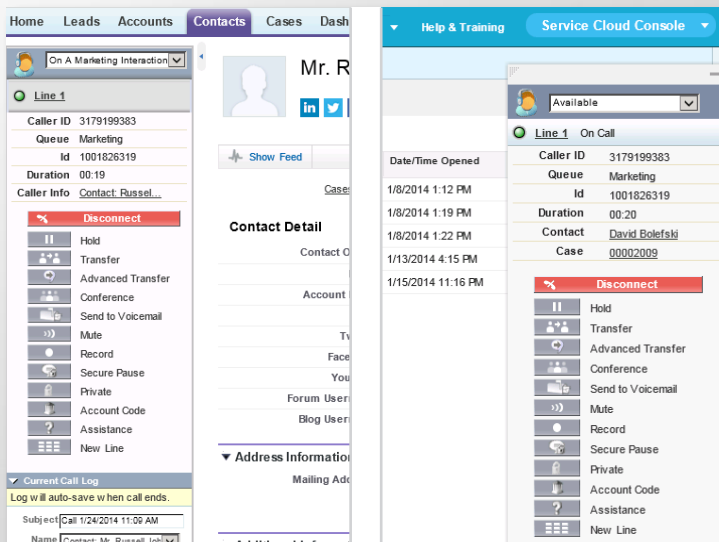
Streamline communications to better service your customers.

The customer experience is best when it's seamless — which is why businesses are managing customer interactions directly within the Salesforce Desktop.

By embedding call control, agents can make, take, and manage calls with features for click-to-dial, dial from workgroup, call pickup, disconnect, hold, transfer, and conference. Agents can also handle emails, web chats, callbacks, and generic objects. And if they want to manage presence status, service multiple interactions simultaneously, populate customer records upon contact initiation, and assign wrap-up and account codes — it's all possible from within the Salesforce Desktop environment.

Enhance the customer experience. With embedded call controls, expert resource presence information, and the ability to automatically populate customer records across all media types, agents are able to consistently respond to customer inquiries quickly and more precisely. Agents also avoid having to ask customers to repeat basic information — one of the best steps any business can take toward improving the service process and enhancing the customer experience.

Improve agent utilization. The Interaction Dialer plug-in for Salesforce Desktop adds predictive dialer capabilities through Customer Interaction Center (CIC) to automate sophisticated call campaigns in Salesforce Desktop. Agents can log on/off to Interaction Dialer campaigns, disposition calls, and request a break through the Salesforce Desktop.



Customer service precision – Integrated screen pop, presence, and call control in the Salesforce desktop environment

Key features

- Embedded softphone with call controls
- Click-to-dial
- Dial from workgroup
- Universal multimedia queue
- Presence management
- Configurable screen pop for all media types
- Activity creation and auto association
- Wrap-up and account codes
- Enhanced integrated reporting
- Productized solution built on Microsoft's .NET framework
- Automatic synchronization of Interaction data and Salesforce activities
- Certified by Salesforce and published on AppExchange
- Interaction Dialer® plug-in

Key benefits

Enhanced customer experience

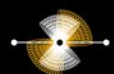
- Less time required of customers
- More precise agent responses
- No need to repeat information
- Consistent experience across media channels
- Better First Call Resolution (FCR)

Greater efficiency

- Fewer clicks
- Fewer duplicate tasks
- Quicker access to specialized resources
- Faster access to information
- Better data for fine-tuning processes

Ease and flexibility of deployment

- Minimal effort to implement and maintain
- Agents can be anywhere
- Use of multiple types of endpoints



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Dialer integration

Preview button

Disposition codes

Software prerequisites

- Interactive Intelligence Customer Interaction Center® (CIC) 4.0 SU3 or later
- Interaction Client® not required – but can run side-by-side Salesforce client
- Internet Explorer 7, 8, or 9, Mozilla Firefox 3.5 or later (running in a Windows-based operating system), Chrome 10 or later, refer to Salesforce online help for supported browsers
- Windows 7
- .NET Framework 4.5 or later
- Microsoft Core XML Services (MSXML) 4.0 SU2
- Interaction Dialer 4.0 SU2

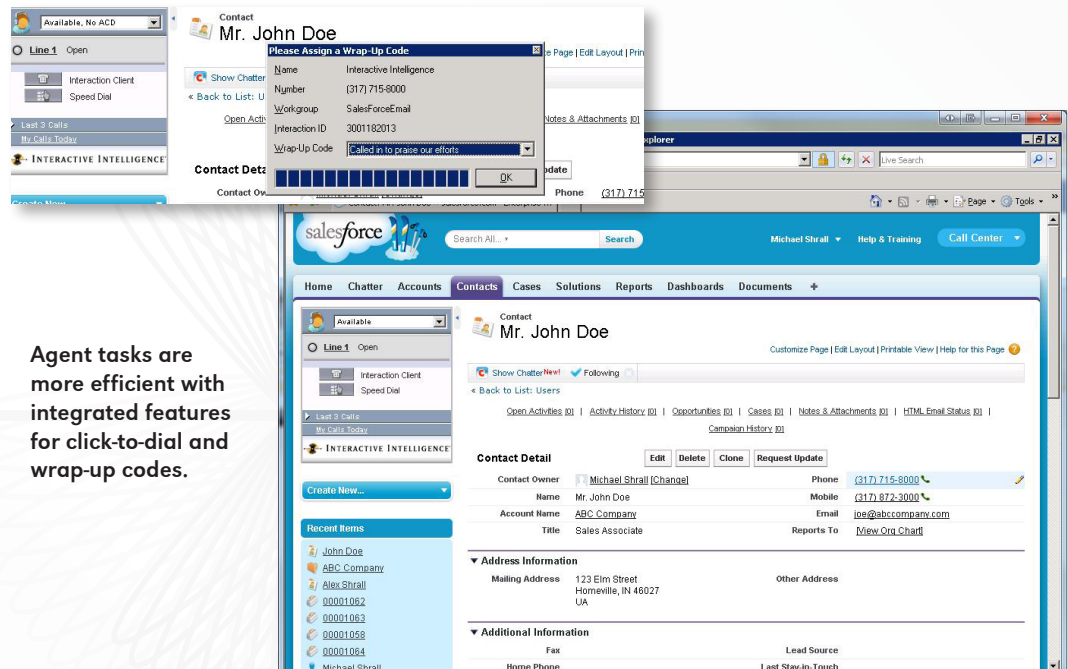
Client login support

- Support remote workers as well as those in an office:
 - Workstation
 - Remote workstation
 - Remote number
 - SIP soft phone

Leverage CIC's Interaction Center Platform® technology for multimedia processing

- No additional voice boards or equipment required to handle calls, emails, web chats, callbacks and generic objects

Increase efficiency. Doing more with less is another key theme for service-oriented organizations. By tightly integrating the customer interaction functionality from Interactive Intelligence, agents using Salesforce are empowered to perform tasks more efficiently. Plus, using wrap-up codes and enhanced integrated reporting makes service processes even more efficient.



Agent tasks are more efficient with integrated features for click-to-dial and wrap-up codes.

Deploy quickly and easily. Deploy quickly and easily. Certified by Salesforce and based on industry standards, this fully productized offering requires minimal IT resources to implement and maintain. The combined solution offers the same deployment flexibility as standalone Salesforce and Interactive Intelligence products, so agents can be anywhere (HQ, remote office or at home) to use whatever endpoints are preferred and available to them.

INTERACTIVE INTELLIGENCE®

Interactive Intelligence is a global provider of contact center, unified communications, and business process automation software and services designed to improve the customer experience. The company's unified IP communications solutions, which can be deployed via the cloud or on-premises, are in use by more than 5,000 organizations worldwide.

At Interactive Intelligence, it's what we do.

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