



Harness the power of seamless customer interactions

# CRM Integration

Cloud Unified Communications  
With Customer Relationship Management Integration

Customer experience – the total customer interaction with your company – is a primary combat zone for competitors in a service economy. Businesses like yours want ways to make their interactions with customers faster and frictionless. Our Cloud UC-CRM integrations do both.

## Fast & Frictionless

CLICK-TO-DIAL | CALLER RECOGNITION | SCREEN POPS



**Integrate cloud UC with more than 50 leading CRM platforms:**

ConnectWise, Freshdesk, Office 365, Salesforce, SugarCRM, Zendesk, Zoho CRM & More!

**Download a simple client to user desktops. A setup wizard does the rest.**

**Enjoy the benefits of cloud delivery:**

- + Predictable subscription pricing
- + No upfront costs for hardware or software
- + No extra cost for upgrades
- + Scalability as your company grows

**PHONEWARE**  
cloud-based telecom



# CRM Integration

## Speed Customer Interactions

### Save Time & Reduce Errors with Click-to-Dial

Add Click-to-Dial, or Highlight-to-Dial, functionality to any web page or program by downloading a simple client to user desktops that integrates with cloud UC. Dialing with a single click is quick, convenient and error-proof.

### Personalize Service with Screen Pops via CRM Integration

Integrate cloud UC with your CRM application by downloading a simple client to user desktops. Users see callers' contact info and a "screen pop" with customer info from the CRM database, enabling personalized service as soon as the call connects.

### Get Even More Benefits With Advanced Salesforce Integration

Go clientless with our secure integration between cloud UC and Salesforce. You'll get caller recognition, click-to-dial and automated call history associated with your customer accounts. Plus, you can customize call disposition codes to track outcomes.

## Build Lasting Connections

INSTANTLY INTEGRATE CLOUD UC WITH MORE THAN 50 LEADING CRM PLATFORMS.\*  
GOT A CUSTOM CRM? WE CAN CONNECT TO THOSE TOO!



**FOR MORE INFORMATION**

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