

# Salesforce Connector

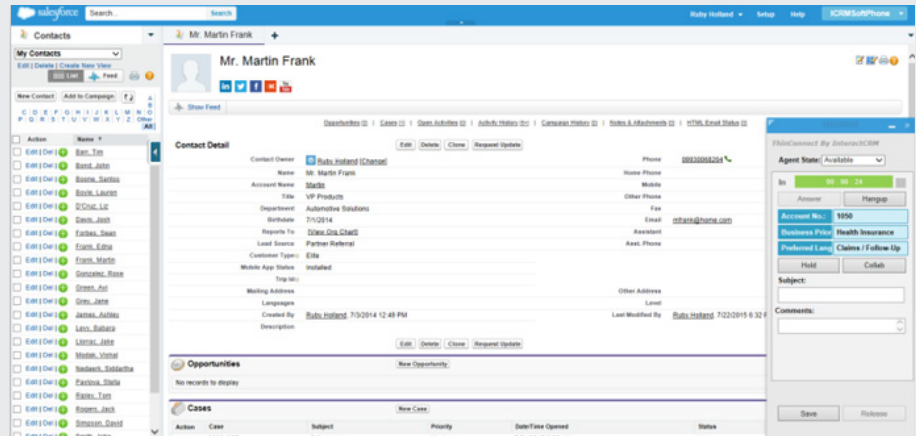
iCX sets a new standard for sales and support productivity by bringing Avaya Aura® Communication Manager and Salesforce platforms together. With a deep integration between systems, iCX Salesforce Connector provides users a complete call management solution without ever leaving Salesforce.

## WORK INSIDE SALESFORCE

With iCX Salesforce Connector, your sales staff and agents no longer need to toggle between multiple applications. iCX allows your agents to handle all of their call activity directly inside of Salesforce.

## SCREEN POP

iCX automatically identifies inbound callers and presents the appropriate Salesforce record all before the call is even answered.



## INSIGHT DRIVEN ROUTING

iCX uses the rich customer data stored in your Salesforce instance to route calls to the appropriately skilled agent without any prompts from the caller. This means reduced handling times, more first call resolutions, and a better, more personalized experience for the caller.

## CLICK TO DIAL

Eliminate time spent manually dialing on desk phones or misdialing phone numbers. iCX for Salesforce allows users to click any phone number across contact, activity, or account records and automatically dial it using the iCX softphone.

## AUTO ACTIVITY LOG

Eliminate the time spent on administrative tasks like call logging thanks to iCX. By automatically logging voice calls in the contact record activity history, iCX does the grunt work for you and allows agents to append their notes directly into the activity.

## IVR PATH DISPLAY

iCX captures each caller's journey through your IVR and displays it directly within the Salesforce console. This allows agents to understand the context of the call and personalize their experience all before saying hello.

Interactcrm is an Avaya certified solution provider. iCX Salesforce Connector is available through the Salesforce AppExchange and is available for both Salesforce Classic and Salesforce Lightning.



## CONTACT US

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