Telefonix Voice & Data Avaya Manual

For bulk discounts, product demonstrations, free product trials & world-wide Avaya orders, please contact:

Telefonix Voice & Data
UK (+44) 01252 333 888
info@telefonix.co.uk
http://www.telefonix.co.uk/

IP Office Customer Management

Featuring Microsoft® CRM Software

Overview

The IP Office Customer Management solution integrates the call routing and contact center capabilities of the Avaya IP Office system with the database and reporting technology of the Microsoft Dynamics CRM 3.0 application. When a call comes in, the Avaya IP Office system sends information about the caller to the Microsoft CRM solution, which searches its database for any customer records linked to that number. Those records are routed along with the call and appear as a "screen pop" of information on the PC of the person handling the call. By delivering current records along with calls, the IP Office Customer Management solution makes it possible to efficiently access and update customer information and support consistent service for customer transactions.
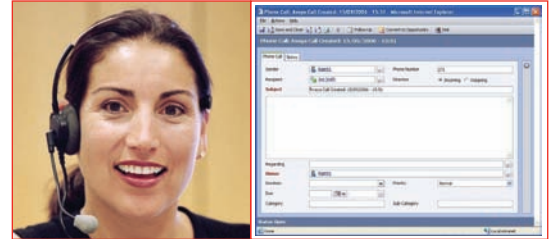
Capabilities

The capabilities of the IP Office Customer Management solution are based on the IP Office Compact Contact Center and the Microsoft Dynamics CRM 3.0 application. IP Office Compact Contact Center is a comprehensive contact center solution with call routing, reporting, and productivity tools. Microsoft Dynamics CRM 3.0 is a customer relationship management tool that makes it possible to create comprehensive customer records for tracking interactions with customers.

The IP Office Customer Management solution can be used to address the following business processes:

- Order processing
- Order tracking
- Service fulfillment
- Lead generation
- Sales inquiries
- Technical support
- IT help desk
- Credit control

Benefits

Personalized Service — Support the personalized service that is a proven way of creating customer loyalty.

More Productivity — Bring service to more customers without having to hire more staff.

Business Performance — Reporting capabilities help identify new ways to enhance performance.

Lower Costs — Easy maintenance and upgrading capabilities save time and money.

Rapid Deployment — Be up and running in hours and fully customized in a matter of days or weeks.

Scalability — Start small and then increase usage based on demand.

> **Avaya Advantage**
>
> This solution helps ensure that critical information is there when it is needed most — when the customer is on the phone.

IP Office Customer Management

Solution Details

System Requirements	IP Office R3.0 or higher*
	Microsoft Dynamics CRM 3.0 Small Business Edition or Microsoft Dynamics CRM 3.0 Professional Edition
	Avaya-Microsoft Dynamics CRM 3.0 Integration Solution
Format	CD-ROM
Recommended Call Center Option	Compact Contact Center Version 5.0 or higher

* Avaya-Microsoft Dynamics CRM 3.0 Integration Solution requires Avaya IP Office Professional Edition software.
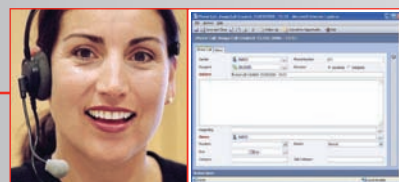
Avaya-Microsoft CRM integration in action

INBOUND CUSTOMER CALL

Avaya IP Office identifies caller number and/or customer is prompted to enter account code/reference number.

Microsoft CRM searches customer database for a match and calls up customer records linked to that number or account code.

Avaya IP Office routes calls based on rules established by business and "screen pops" information to agent PC.

"Hi, Mr. Brown. I see your recent order was delivered today. What can we help you with?"

CALL IS ANSWERED

Outbound Dial—With Outbound Dial, anyone can automatically dial a customer by clicking a button on contact and account screens.

Screen Pop—The customer management solution will call up the customer's complete record based on their number or account code, and "screen pop" the information onto a PC.

IVR Integration—Interactive voice response allows for call routing based on customer needs and business priorities.

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: http://www.avaya.com.

AVAYA
INTELLIGENT COMMUNICATIONS

avaya.com

ISO CERTIFIED
9001 • 14001

09/07 • BP3344-02