

Flexor CTI for Salesforce

Simple and effective telephony integration with CRM

Salesforce has long been recognised as a leading on-demand CRM solution to manage customer relationships. Bringing low cost, full-feature CRM capability to small and medium sized businesses, it has helped to transform the business landscape by allowing SMBs to compete with much larger organisations without the need for large scale IT investment.

By capturing information surrounding customer interactions and integrating it with every customer-related function, CRM activity can greatly improve prospect targeting and customer satisfaction.

For those organisations relying on CRM activity for business success, seamlessly integrating VoIP telephony with an on-demand CRM system can deliver significant business advantage by improving productivity and streamlining business processes.

Flexor CTI builds on the low cost, full-feature model of on-demand software, delivering true desktop-level CTI and bypassing costly infrastructure changes or additional servers.

Flexor CTI for Salesforce simply and effectively integrates VoIP telephony with Salesforce, capturing call details directly into customer records and providing advanced call logs for effective management reporting, thereby adding the vital ingredient necessary for total customer interaction.



Features

- Full integration within Salesforce
- On-screen call control for simple click-to-dial and call transfer
- Contact records automatically appear with incoming call
- All call activity captured within a call log for effective management reporting

1 Capture call activity within a call log

3 On-screen call transfer and on-hold functions

2 On-screen call control for click-to-dial and inbound calls

4 Reporting for all call activity



Flexor Software

Flexor Software has been developed by CamrivoX to greatly simplify CRM Telephony Integration that has traditionally relied upon large investments in infrastructure, hardware and support staff. Flexor Software is unique in being delivered and supported at the PC level, resulting in accelerated installation, delivering improved business processes and increased customer satisfaction.

Flexor Benefits

- Fully integrated CRM solution
- Rapid installation, simple to use
- Uniquely delivered and supported at the PC level
- No server required
- Improves productivity and streamlines business processes
- Maximises CRM investment
- Lower cost - up to 80% cheaper than traditional integration routes
- Fully scalable - distributed across IP Networks

Also Available from CamrivoX

CamrivoX offers a suite of CTI products, designed to enable small and medium sized businesses to benefit from the enhanced CRM activity that is possible with telephony integration. Partnering with telephony OEMs and an expanding network of on-demand CRM systems, CamrivoX is leading the delivery of resource-lite CRM Telephony Integration. For more information please visit www.camrivoX.com/products.

Technical Requirements

- Windows XP SP2 or Vista
- .NET 3.5 (installed automatically if not present)
- Microsoft Internet Explorer 6.0 and above
- Salesforce Professional, Enterprise or Unlimited
- Supported PBX or VoIP handset