

Flexor CTI for Salesforce

Simple and effective telephony integration for Salesforce CRM

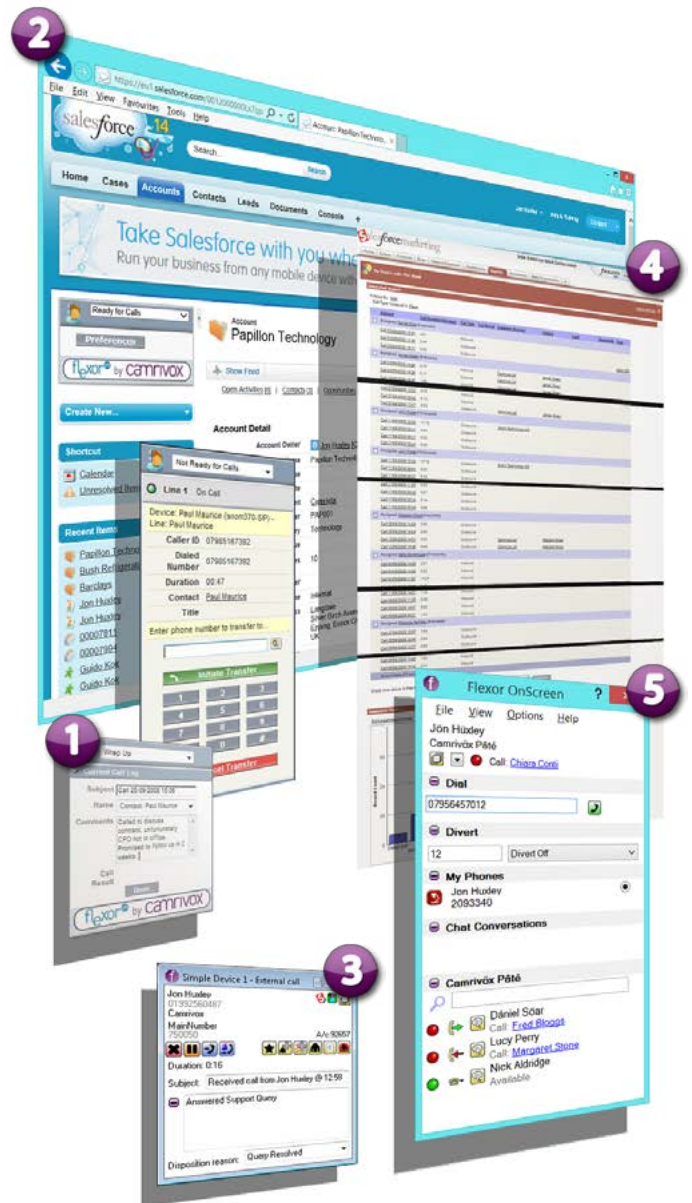
Salesforce has long been recognised as a leading on-demand CRM solution to manage customer relationships. Bringing low cost, full-feature CRM capability to small and medium sized businesses, it has helped to transform the business landscape by allowing SMBs to compete with much larger organisations without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



**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

**5** Peer Presence



## Features and Benefits

- Full integration within Salesforce
- Apex integration to Salesforce for enhanced functionality
- Rapid installation
- Intuitive and simple to use
- Uniquely delivered and supported at the PC level
- No servers required
- Improves agent productivity
- Improves customer service
- Streamlines business processes
- Maximises CRM investment
- Lower cost - up to 80% cheaper than traditional integration routes
- Fully scalable - distributed across IP Networks
- Multi-site interoperability
- Click-to-dial from CRM record
- Screen pop CRM record with incoming call
- On-screen call control
- Automatic display of call log for adding notes
- All call activity captured within a call log for effective management reporting
- Peer Presence - Visibility of Peer Status
- Instant Messaging - Chat between peers
- Collaboration - CRM record transfer between peers

## Technical Requirements

- Operating Systems
  - Windows XP, Vista, 7.x or 8.x (32 or 64 bit)
  - Windows Server 2008 or 2012 (32 or 64 bit)
- Framework
  - .NET 4.0 (installed automatically if not present)
- Browsers
  - Microsoft Internet Explorer 6.0 and above
  - Google Chrome
  - Mozilla Firefox
- Salesforce versions
  - Professional
  - Enterprise
  - Unlimited
- Telephony Devices
  - Asterisk-based PBX
  - TAPI compliant PBX or handset
  - snom handset
  - Polycom handset
  - Yealink handset

## Also Available for

- Microsoft Dynamics CRM
- Netsuite
- Microsoft Outlook