

THINKING CONNECTOR for Microsoft Dynamics CRM



Transforming contact center call flows and business processes.

The ThinkingSuite unified communications architecture from Thinking Phone Networks delivers an entire suite of highly-integrated business applications. These include applications developed by Thinking Phone Networks' skilled development team as well as third-party software entrepreneurs and companies.

Our ThinkingConnector™ library of robust software connectors seamlessly integrates ThinkingSuite applications with leading third-party customer relationship management (CRM) solutions. By combining voice communications with access to comprehensive views of customer data, enterprises can deliver more personal customer interactions and better overall experiences.

The ThinkingConnector for Microsoft Dynamics CRM combines Microsoft's core CRM capabilities with real-time connectivity to ThinkingSuite's robust Voice, IP PBX, and Contact Center service capabilities – and allows enterprises to improve overall customer response and effectiveness and enhance contact center agent productivity.

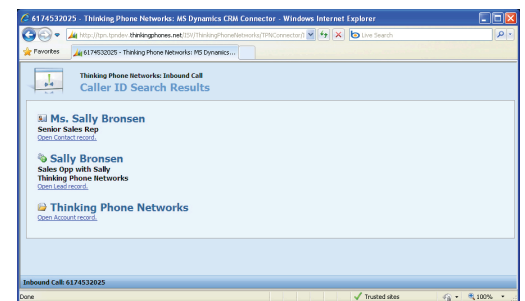
ThinkingConnector for Microsoft Dynamics CRM is highly configurable and allows contact center representatives to access complete customer account information at the point of inbound or outbound contact. Representatives can place, receive and transfer customer calls with full and real-time access to all Microsoft Dynamics CRM data. Advanced skills-based routing capabilities can be used to direct customer requests. Communications can be routed to the most appropriate queue based on pre-defined logic such as time of day, presence status, agent skills, and more. The result: The right customer reaches the right agent at the right time.

Powerful Capability

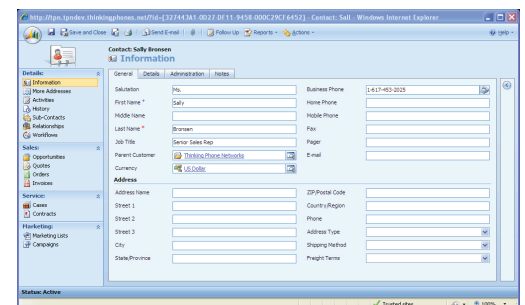
ThinkingConnector provides powerful tools to improve customer experiences, satisfaction and loyalty. For example, outbound click-to-call capability can launch an outbound call to any contact, account, or lead in the CRM system. The click-to-call functionality can also open a new call record with fields pre-populated so that an agent can log call details. Additionally, an inbound screen-pop component can conduct inbound caller ID searches against the CRM system and display a list of contacts, accounts, and leads that match a given phone number. The user can then click on any of the results to instantly open all the information about that caller.

With ThinkingConnector, you can:

- **Integrate** ThinkingSuite voice , IP-PBX and Contact Center Capability with Salesforce.com CRM
- **Bring** a new level of customizable communications to customer interactions
- **Gain** automated access to customer records for each interaction
- **Enhance** caller satisfaction and agent productivity while reducing call response times and duration
- **Streamline** processes and reduce manual tasks



Eliminate misdials and increase efficiency with ThinkingConnector's click-to-call capability.



ThinkingConnector screen pops allow you to instantly see a caller's history, before an agent picks up the new call.