

# THINKING CONNECTOR for Salesforce.com



OXFORD NETWORKS

Transforming contact center call flows and business processes.

The ThinkingConnector™ for Salesforce.com provides contact center professionals with unified call flows and enhanced business process management. By integrating Thinking Phone Networks' Voice, IP-PBX, and Contact Center capability with Salesforce's powerful database driven customer relationship management (CRM) application, enterprises can improve overall customer response and effectiveness and enhance contact center agent productivity.

ThinkingConnector for Salesforce.com is highly configurable and allows contact center representatives to access complete customer account information at the point of inbound or outbound contact, allowing for better engagement and enhanced first call resolution. The connector enables a single way to manage all customer touch points via advanced PBX telephony capability, caller identification, and screen population.

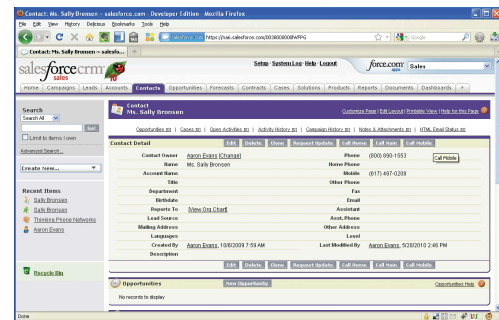
With ThinkingConnector for Salesforce.com, contact center representatives can place, receive and transfer customer calls with full, real-time access to Salesforce.com customer data, cutting response time, increasing revenue while lowering costs, improving agent oversight and management, and enhancing the overall customer experience.

ThinkingConnector for Salesforce.com puts important customer information in front of agents instantly. Screen pops of Salesforce customer data on an agent's screen can coincide with call arrival. Outbound click-to-call capability can launch an outbound call to any contact, account, or lead in the CRM system. Advanced skills-based routing capabilities allow agents to use sophisticated routing logic to direct customer requests to the correct group of agents. 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.

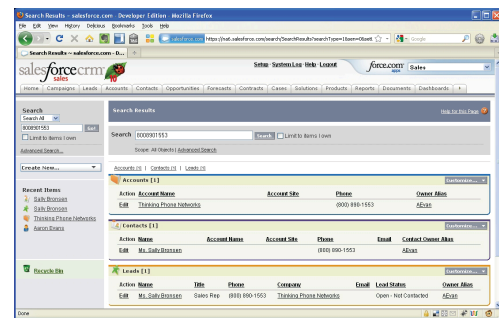
The ThinkingConnector library of robust software connectors seamlessly integrates ThinkingSuite™ applications with leading third-party CRM solutions such as Salesforce.com and Microsoft Dynamics CRM. Organizations can combine unified communications capabilities with immediate access to comprehensive customer data to deliver more personal customer interactions and experiences.

## 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 agents to instantly see a caller's history, before they even pick up the call.