

PureConnect for Salesforce

Use the open and extensible capabilities of two systems for streamlined communications

Key features

Enhanced customer experience

- Consistent experience across media channels
- Screen pop to speed agent responsiveness
 - Pop to a specific record based on ANI
 - Pop to a specific record based on IVR data entered by the customer
 - Pop to an empty record (lead, case, contact)
 - Pop to an empty record pre-populated with IVR data entered by the customer
 - Pop to a custom VisualForce page for a custom support process
- No delays from accessing multiple systems
- Access to prior customer interaction history
- No need to repeat information

Greater sales and service efficiency

- Single sign-on
- Side-by-side usage with other PureConnect clients
- Smaller footprint
- Tear-off client (Service Cloud only)

Ease and flexibility of deployment

- Minimal installation and maintenance
- Browser independence
- Users can be anywhere
- Built, maintained, and supported by Genesys
 - No middle-ware vendors
- Security reviewed by Salesforce and published on the AppExchange

Put the power of the [PureConnect powered by Customer Interaction Center™ \(CIC\)](#) directly into the Salesforce interface—and get a tightly integrated solution for contact center and customer engagement.

Key Features

One unified desktop

Manage, track, and queue multichannel interactions (calls, callbacks, web chats, generic objects, ACD-routed email and Salesforce email-to-case interactions across systems with a single agent desktop application. By embedding call control, users can make, take, and manage calls—with features for click-to-dial, call pickup, disconnect, hold, transfer, and conference. Click to call directly from phone number fields in contacts, leads, activities, and accounts.

Easy to maintain

[PureConnect for Salesforce](#) is an HTML5 application hosted in Amazon Web Services and delivered to users' browsers. This state-of-the-art delivery mechanism frees you from the hassles of planning for software upgrades. And administrators won't have to spend weekends deploying service updates. As new features and updates are released, they immediately become available for your agents to use.

Improved agent utilization

The Interaction Dialer® plug-in adds preview and predictive dialer capabilities through PureConnect to automate sophisticated call campaigns for Salesforce. Agents can also log on/off to [Interaction Dialer](#) campaigns, schedule callbacks and disposition calls, and request a break through the PureConnect for Salesforce interface.

Rules-driven screen pop

Use gathered data such as Caller ID to customize and drive a screen pop of the associated Salesforce object (contact, lead, case) for both inbound and outbound interactions. The screen pop could be a standard Salesforce page, a Visualforce page, or a new record page with pre-populated data from the caller's input.

Automatic activity creation

Create a Salesforce activity for any interaction handled by the agent. This includes information such as connection time, agent name and agent comments. The activity can be associated to Salesforce objects for unified reporting purposes.

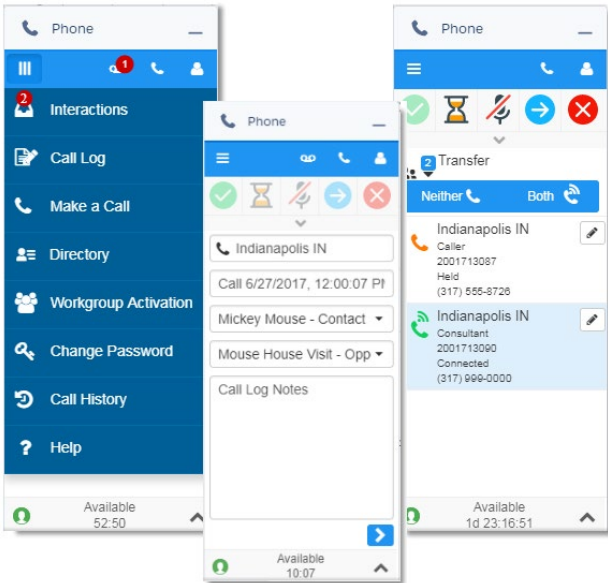
Presence management

Get custom-configurable, real-time presence management along with the ability to enable as many status settings as your organization needs. Gain a more accurate assessment of agent activity and more efficient staffing.

Detail reporting

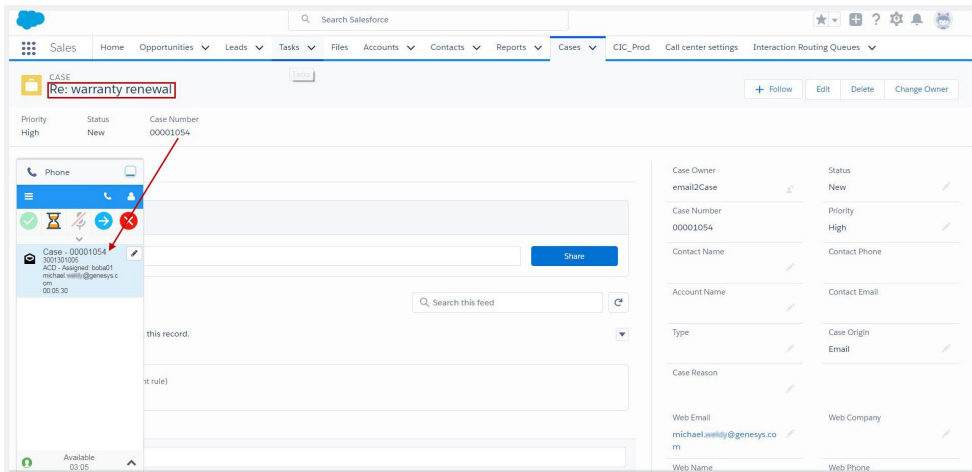
Eliminate the need for agents to re-enter information via integrated interaction detail reporting within Salesforce activities. The benefit is greater insight into agent performance, increased productivity and accurate data.

PRODUCT DATA SHEET



Software prerequisites

- PureConnect
- Supported web browser



ABOUT GENESYS

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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