

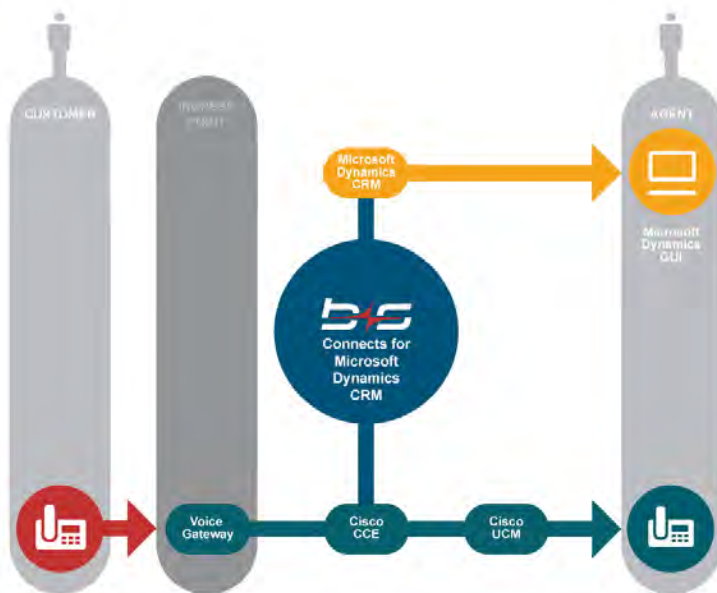
## Connects For Microsoft Dynamics CRM® - CCX Edition

### Enabling Cisco's Unified Contact Center Express (CCX) to route telephone calls to agents using Microsoft Dynamics CRM

b+s Connects for Microsoft Dynamics CRM® – CCX Edition is an out of the box integration between the Cisco Contact Center and Microsoft Dynamics CRM that allow agents to handle calls and manage their state within a gadget connected to the Microsoft Dynamics CRM GUI.

Agents can answer, transfer and conference telephone calls within the b+s Connects gadget while the system logs call record details into the CRM for easy access by agents and supervisors. This solution provides full CTI functionality to help drive contact center efficiency, reduce costs and increase customer satisfaction. It pops customer information into the agent's Microsoft Dynamics CRM GUI with a telephone call arrival, facilitating lookup of CRM information by Caller Entered Digits (CED) into an IVR or caller ID.

Agents can sign in and out of CCX and change their state within the b+s gadget; CCX keeps track of agent activity so it knows which agents are available to answer calls. b+s Connects for Microsoft Dynamics CRM® – CCX Edition is an out of the box, easy to use, easy to implement, and feature rich integration of Microsoft Dynamics CRM and Cisco's CCX.



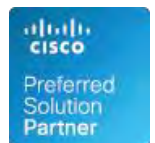
#### Product Highlights

- **Out-of-the-box** gadget provides hassle-free implementations
- **Browser-based** gadget means no desktop installation required
- No additional hardware required

#### Key Benefits

- **Configurable screen pops:**  
b+s Connects for MS Dynamics CRM® reduces handle time, speeds issue resolution and enables faster processing of customer requests by providing agents with flexible screen pops of customer information at the time the telephone call arrives. This cost savings alone can provide a rapid return on investment (ROI)
- **Pre-integrated solution** provides rapid and reliable deployment and lowers implementation costs
- **Populates MS Dynamics CRM call activities with data from the Cisco Contact Center** such as date, time, duration, ANI, call type, wrap up reason, and so forth. Agents and supervisors can access MS Dynamics CRM to see what happened on every call

Gold  
Microsoft  
Partner





General Product Features	Voice Features
<ul style="list-style-type: none"> <li>Agent state control – sign in, sign out, ready, and not ready with reason</li> <li>Search contacts information available by typing part of a name or number into the gadget</li> <li>Configurable toolbars inside the gadget provide additional functionality (e.g. call history)</li> <li>Encryption and security via HTTPS</li> <li>Hot standby redundancy for voice channel</li> <li>Pop up window outside of the gadget allows agents to view and answer calls even when Microsoft Dynamics CRM is minimized or hidden</li> </ul>	<ul style="list-style-type: none"> <li>Call control – answer, hold, conference, retrieve and hang up</li> <li>Transfer with screen pop</li> <li>Call detail logged inside of Microsoft Dynamics CRM</li> <li>Activity comment field inside of the gadget</li> <li>Auto wrap-up and wrap-up with reason</li> <li>Click-to-dial phone numbers in Microsoft Dynamics CRM records</li> <li>Speed dial buttons</li> <li>Support for Cisco Outbound Option</li> </ul>

The screenshot shows the Microsoft Dynamics 365 interface for a contact named Bill Jones (Customer). The contact information includes: Full Name: Bill Jones (Customer), Job Title: Purchasing Manager, Account Name: Purchasing Company (Customer), Department: Purchasing Department, Email: bill.jones.customer@gmail.com, Business Phone: +413191752, and Address: Arastrasse 6, 3048 Worblaufen, Bern, Switzerland. The interface also displays a list of activities and a call log. A call log entry shows a call on 2018-04-18 at 15:23:57, with the call type 'Inbound Call' and the agent 'Melanie Keith (7016)'. The call duration is 1000 seconds. The call log also shows the call was regarding Bill Jones (Customer). The interface is annotated with red arrows pointing to 'Agent state control', 'Call activity log', and 'Customer information'.