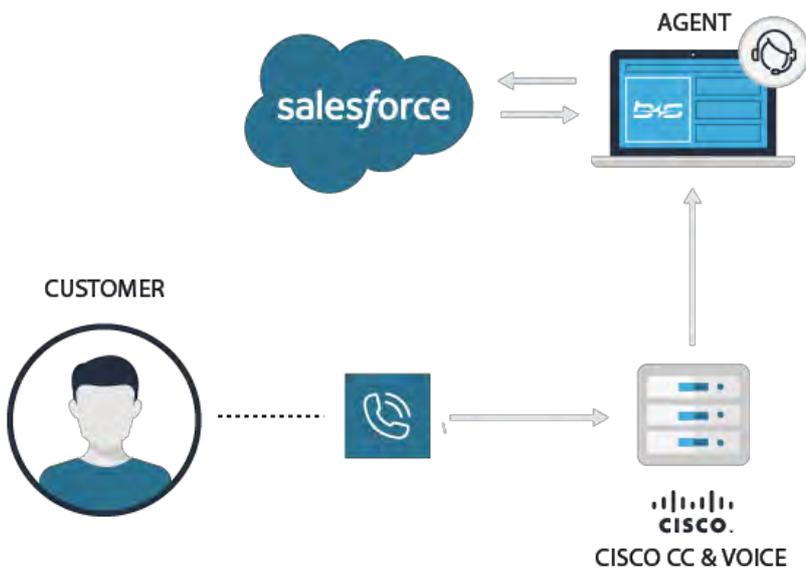


## Enabling Cisco's Unified Contact Center Express (CCX) to route telephone calls to agents using Salesforce

b+s Connects for Salesforce® – CCX Edition is a web-based integration between the Cisco Contact Center and Salesforce CRM providing agents with state and call control in Salesforce. Agents can answer, transfer, and conference telephone calls within the b+s Connects gadget as the b+s software logs detailed call records in Salesforce 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 Salesforce GUI when a call arrives thereby facilitating Salesforce information lookup via Caller Entered Digits (CED) into an IVR or caller ID.

b+s Connects for Salesforce® – CCX Edition improves contact center efficiency by allowing agents to handle telephone calls within Salesforce rather than requiring them to switch back and forth between multiple GUIs. Agents can sign in and out of CCX and change their state within the Connects for Salesforce® gadget, which is embedded in the Salesforce GUI. This allows CCX to keep track of agent activity so it knows which agents are available to answer calls. b+s Connects for Salesforce® – CCX Edition is an out-of-the-box, easy-to-use, easy-to-implement, and feature-rich integration of Salesforce and Cisco's CCX.



### Product Highlights

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

### Key Benefits

- **Flexible screen pops with customer and interaction history.** The b+s gadget reduces handle time, speeds issue resolution and enables faster call processing by providing agents with screen pops of customer information at the time the telephone call arrives. This cost savings alone can provide a rapid return on investment (ROI)
- **Seamless integration with the Salesforce GUI** streamlines agent workflow and reduces training by allowing agents to handle customer interactions without being forced to switch between applications
- **Pre-integrated solution** provides rapid and reliable deployment and lowers implementation costs





### General Product Features

- Agent state control – sign in, sign out, ready, and not ready with reason
- Search contacts through name or number lookup inside gadget
- Encryption and security via HTTPS
- Hot-standby redundancy for voice channel
- Configurable toolbars inside the gadget provide additional functionality (e.g. call history)
- Pop up window outside of the gadget allows agents to view and answer calls even when Salesforce is minimized or hidden
- Real-time display based on Finesse real-time data
- Support for Salesforce Omni-Channel
- Support for both Salesforce Classic and Lightning modes

### Voice Features

- Call control – answer, hold, conference, retrieve, and hang up
- Transfer with screen pop
- Call detail logged inside of Salesforce
- Activity comment field inside of the gadget
- Auto wrap-up and wrap-up with reason
- Click-to-dial phone numbers in Salesforce
- Speed-dial buttons
- Support for Cisco Outbound Option

The screenshot shows the Salesforce Lightning interface for a contact record. The contact is Mr. Bill Steiner, with account name Bucher + Suter and phone number +41799149859. A call log on the right shows several calls, including one from 2017-06-29 13:44:55. Annotations on the screen highlight: 'Pop-up matched contact' pointing to the contact name, 'Incoming call' pointing to a call log entry, 'Call attached data from Cisco Contact Center' pointing to the call details, and 'Matched contact' pointing to the contact information in the call log entry.