

## Connects For Salesforce® - UCM Edition

### Open CTI integration of Salesforce into Cisco Unified Communications Manager: collaborate with customers and coworkers, inside of Salesforce

When handling telephone calls, employees must be able to work within a single application that combines call control with easy access to customer information, while also providing clear navigation options.

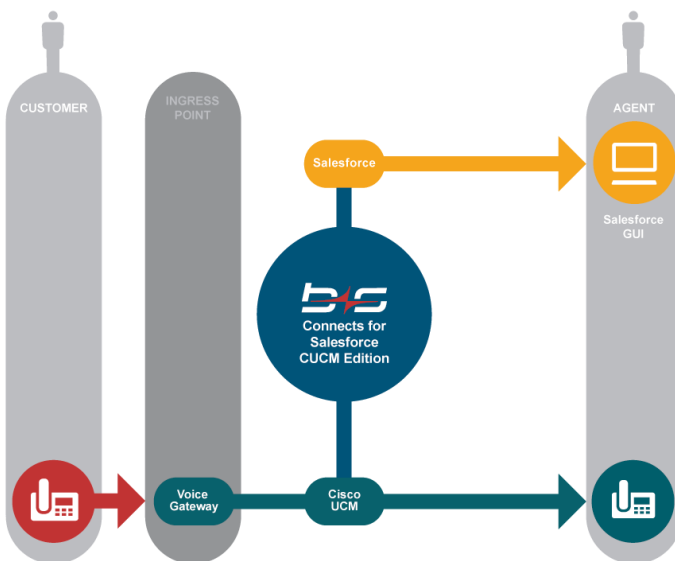
Bucher + Suter meets these needs by providing an easy-to-use, pre-packaged solution built upon standard, open interfaces. By utilizing our integration, companies can improve call management and enable feature-rich telephony functionality in the Salesforce CRM GUI.

Employees can **answer, transfer, and conference telephone calls** within the b+s Connects gadget while remaining within the Salesforce application. The solution provides full voice CTI functionality but does not include a softphone with voice termination. It also **pops customer information** into the Salesforce GUI with the arrival of a telephone call—a convenient time saver.

b+s Connects for Salesforce® - UCM Edition provides a **click-to-dial** feature allowing users to type a name or phone number into the gadget, which the system then searches for a matching contact in Salesforce. Users can also click-to-dial on any telephone number in Salesforce. Once a call is made, clicking on another telephone number will launch a consultation call, which can then be transferred or turned into a conference call.

#### Key Benefits

- **Flexible screen pops** containing customer, and interaction history. The b+s gadget reduces handle time, speed issue resolution, and enables faster call processing by providing agents with screen pops of customer information the moment the telephone call arrives.
- **Seamless integration with the Salesforce GUI** allows agents to handle telephone calls without being required to switch between applications.
- **Pre-integrated solution** provides rapid, low cost, and reliable deployment.





General Product Features	Voice Features
<ul style="list-style-type: none"> <li>• Auto login</li> <li>• Contacts are searchable by typing in part of a name or number inside gadget</li> <li>• A pop-up window outside the gadget allows agents to view and answer calls even when Salesforce is minimized or hidden (Classic mode only)</li> <li>• Support for both the Salesforce Classic and Lightning modes</li> </ul>	<ul style="list-style-type: none"> <li>• Call control: answer, hold, conference, retrieve, and hang-up</li> <li>• Click-to-dial inside of gadget with search and edit capability</li> <li>• Click-to-dial within Salesforce</li> <li>• Transfer</li> <li>• Call details logged inside of Salesforce</li> <li>• Activity comment field inside of the gadget</li> <li>• Speed dial buttons</li> </ul>

**Pop-up matched contact**

The screenshot shows the Salesforce interface for a contact named Jon Amos. A pop-up window on the left displays call activity, including an inbound call at 06:59. The main contact profile shows details like phone number (+41319175260) and email (jon.amos@gma.com). Call control buttons (mute, hold, end call) are visible at the bottom of the pop-up. The interface is labeled as 'powered by B+S'.

**Inbound call**

**Matched contact**

**Call control buttons**

**Lightning Ready**

