CRM Integration for Cisco Finesse

b+s Fusion CRM is a fully-configurable, out-of-the-box integration of the Cisco Contact Center and CRM systems—like Microsoft Dynamics CRM or Salesforce—that gives agents the ability to use data from CRM systems from within the Finesse GUI.

Easy-to-use features -> big productivity boost

When a phone call arrives, the gadget automatically displays a link to the customer's CRM record within the Finesse GUI. If an agent viewing this link needs to more detail they can click on it to display the full record in the CRM.

Agents can also see a customer's interactions history, and can create new activities without leaving Finesse. Since agents can track the customer's journey they know when the customer called, to whom they spoke, and their preferred communication channel. The gadget pulls this information from the CRM and displays it in Finesse

The agent can also search for things like CRM customer contacts, leads, and accounts by typing in part of a name or phone number and then clicking to dial.

Product Highlights

- Seamless and easy-to-install integration into the Finesse desktop

- Provides agents access the CRM without leaving Finesse

Key Benefits

- Pull CRM data into Finesse to enable features such as click-to-dial, click-to-screen pop, and directory searches

- Supports CCE, PCCE, and CCX

- Simultaneously connects multiple CRMs

- Pre-integrated solution provides rapid and reliable deployment and lowers implementation & maintenance costs

Agent view of CRM customer data from within Finesse

Agents can search CRM records from inside of Finesse and click-to-dial