



b+s Fusion for Finesse CRM

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Enhancing Finesse functionality by integrating Salesforce and Microsoft Dynamics CRMs into the Finesse agent desktop

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.

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 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, with 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.

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PRODUCT HIGHLIGHTS

- Seamless and easy-to-install integration into the Finesse desktop
- Provides agents access to 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

The screenshot displays the 'b+s Fusion for Finesse CRM Pro' interface. At the top, there is a search bar with the placeholder text 'Enter contact name or number' and a search icon. To the right of the search bar are two tabs: 'DynamicsOnline Dynamics' and 'DynamicsOne Dynamics'. Below the search bar, there are three search filters: 'Search "ha"', 'Search "bla"', and 'Search "Beispiel"'. The main content area shows a contact record for 'Sven Eberhardt (Beispiel) (Contact)' from 'DynamicsOnline'. The record is displayed in a table format with the following fields:

| All available information for current | |
|---------------------------------------|---------------------------|
| Firstname: | Sven |
| Lastname: | Eberhardt (Beispiel) |
| Fullname: | Sven Eberhardt (Beispiel) |
| Email address 1: | someone_i@example.com |

Below the contact record, there is a list of other contacts and accounts:

- > Michael Krause (Beispiel) (Contact) DynamicsOnline
- > Nurhan Güran (Beispiel) (Contact) DynamicsOnline
- > Contoso Pharma (Beispiel) (Account) DynamicsOnline

The interface is powered by b+s, as indicated by the logo in the bottom right corner.

→ Agent view of CRM customer data from within Finesse