



b+s Connects for Salesforce

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Enabling Cisco Contact Center (CCE/CCX) to route multichannel interactions to agents using Salesforce

Bucher + Suter's Connects for Salesforce is an out-of-the-box integration between Cisco Contact Center and Salesforce that allows agents to handle multichannel interactions and manage their state within a gadget embedded in the Salesforce GUI.

Placing interaction control inside of Salesforce where client data resides gives agents a 360° customer view. It also streamlines contact handling, provides quick access to agent tools, and means that agents don't have to waste time tabbing between applications, searching for information, while their customers wait.

b+s Connects for Salesforce improves contact center efficiency by enabling Cisco Contact Center to act as the single routing engine for all interaction types (voice, email, case, chat and social posts). It allows Cisco Contact Center to track agent availability and multichannel interactions for Unified Queuing and reporting. This approach ensu-

res that all interactions, regardless of type, are queued to the most appropriate agent. This increase in efficiency translates into savings and improved customer satisfaction.

When it comes time to choose an integration technology for contact centers, management demands a solution that is feature rich, simple to use and cost effective. Similarly, IT managers seek solutions that are easy to implement and simple to maintain. b+s Connects for Salesforce is a pre-integrated package that is easy to install and offers the functionality demanded by today's most forward-thinking contact centers.



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PRODUCT HIGHLIGHTS

- Designed for multichannel contact centers
- Browser-based gadget means no desktop installation required
- Voice implementation requires no additional hardware

KEY BENEFITS

- Configurable screen pops with customer and interaction history. The b+s gadget 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 multimedia interaction 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

The screenshot displays the Salesforce Lightning Service Console interface. A contact record for 'Mr. Bill Jones' is open, showing details like Title (President), Account Name (Bucher + Suter Sports), and Phone Number (+41319175200). A blue callout box labeled 'Pop-up matched contact' points to the contact header. Below the contact details, a call activity is visible with a duration of 00:12, labeled 'Incoming call'. Another blue callout box labeled 'Call attached data from Cisco Contact Center' points to the call activity. A third blue callout box labeled 'Matched Contact' points to the contact name in the activity list. The interface also shows a 'Cases (6+)' section with a table of case details.

Case ID	Subject	Priority	Date/Time
00002225	7004	Medium	23.03.2016 23:17
00002224	7004	Medium	23.03.2016 21:37

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GENERAL FEATURES

- Agent state control
- Search contacts by typing in part of a name or number inside gadget
- Configurable toolbars inside the gadget provide additional functionality (e.g. call history, call recording)
- Pop up window outside of the gadget allows agents to view/answer calls even when Salesforce is minimized or hidden
- Real-time display of contact center data
- Supervisor controls, views, and team messages
- Single Sign-On (SSO)
- Support for Salesforce High Velocity Sales

VOICE FEATURES

- Call control
- 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 records
- Speed dial buttons
- Support for Cisco Outbound Option
- Support for Cisco Mobile Agent

MULTI CHANNEL FEATURES

- Utilize Cisco's Contact Center to route native Salesforce email, Live Agent chats, social media posts and cases
- Unified Cisco reporting for multichannel Salesforce interactions
- Task control
- Manage multiple, simultaneous emails, Salesforce Chats and cases
- Support for Salesforce Omni-Channel

