

## Contact+ for Microsoft Dynamics

### Contact+ Dynamics

Contact+ Dynamics delivers a set of features resulting from the integration of the Macfarlane Contact+ contact centre platform with Microsoft Dynamics Customer Relationship Management (MS Dynamics CRM) system.

Contact+ Dynamics boosts the value that organisations can obtain from their investment in MS Dynamics CRM by delivering faster, more relevant customer service responses, improved customer experiences, increased contact centre agent productivity and lower operational costs.

Contact+ supports interactions using the following media channels:



### Features

- The ability to queue and route inbound customer interactions to agents, determined automatically by CRM data, regardless of the media channel used

Customers calling in can be instantly recognised and assessed according to their status e.g. customer value, service priority, credit worthiness etc.

This information can be used to determine how they are queued (priority, queue messages etc.) and which business rules (skills, priority, overflow etc.) are used to route them to an appropriate live agent.

- The 'screen popping' of relevant customer data on agents' screens as interactions of all media types are delivered to their desktops. If multiple customer matches are made, these can be displayed for agents to choose from
- Click-to-dial, allowing users to click on a phone number within a MS Dynamics screen to dial out
- The automatic creation of CRM activity records with data relating to the interaction e.g. date, time, agent, source and destination addresses, message content and links to call and screen recordings
- This allows reporting to track and analyse the progression of issues, and to play back call and screen recordings from MS Dynamics
- The screen popping of relevant customer information on the desktops of back office agents (e.g. credit controllers) as calls are transferred to them from front office agents
- Advanced reporting capabilities in conjunction with Contact+ unique Conversation Management features, enabling customer conversations to be tracked across all media channels