



# CRM Integration

## Give your phone systems a sales edge.

MetTel's CRM Integration service is a powerful, unified communication software suite. It provides users with native telephone integration within your organization's internal business systems. Inwardly, your associates will have a robust collaboration system specifically designed and built to increase efficiency and productivity. Outwardly, it improves the quality and professionalism of your call handling so you'll have more satisfied customers.

### Key Benefits

#### INCREASE EFFICIENCY

When you integrate your phone service with your CRM software, you'll have instant access to relevant information allowing your salespeople to work more efficiently. Save money by reducing the time involved with making and receiving large volumes of calls.

#### ENHANCES EQUIPMENT

Our system gives your teams Call Control without needing to touch their handset. Also, it provides access to a full range of controls over inbound and outbound calls, including dialing, answering, transfer, consult and hang-up.

#### COLLEAGUE COLLABORATION

Users can check the busy status of their colleagues' extensions, and see who their colleagues are talking to (if there is a match with an integrated application). This feature greatly improves coordination and collaboration between users.

### Features

#### CALLER PREVIEW & SCREEN POPPING

For both inbound and outbound calls, the caller's summary details (if already stored) are displayed on screen so you see who is calling before you answer the call.

#### CONTACT SEARCHING

Concurrently search many supported business applications manually, as required, or automatically as calls come in.

#### ADDRESS BOOK

Details of a new caller can be easily saved in the user's personal directory. Both the enterprise and personal directories can be searched and dialed from the results.

#### HISTORY & ACTIVITY LOGGING

Quickly view a list of the most recent calls, or a more robust history list of inbound and outbound calls, and redialed back with one click, while keeping all activity logged.