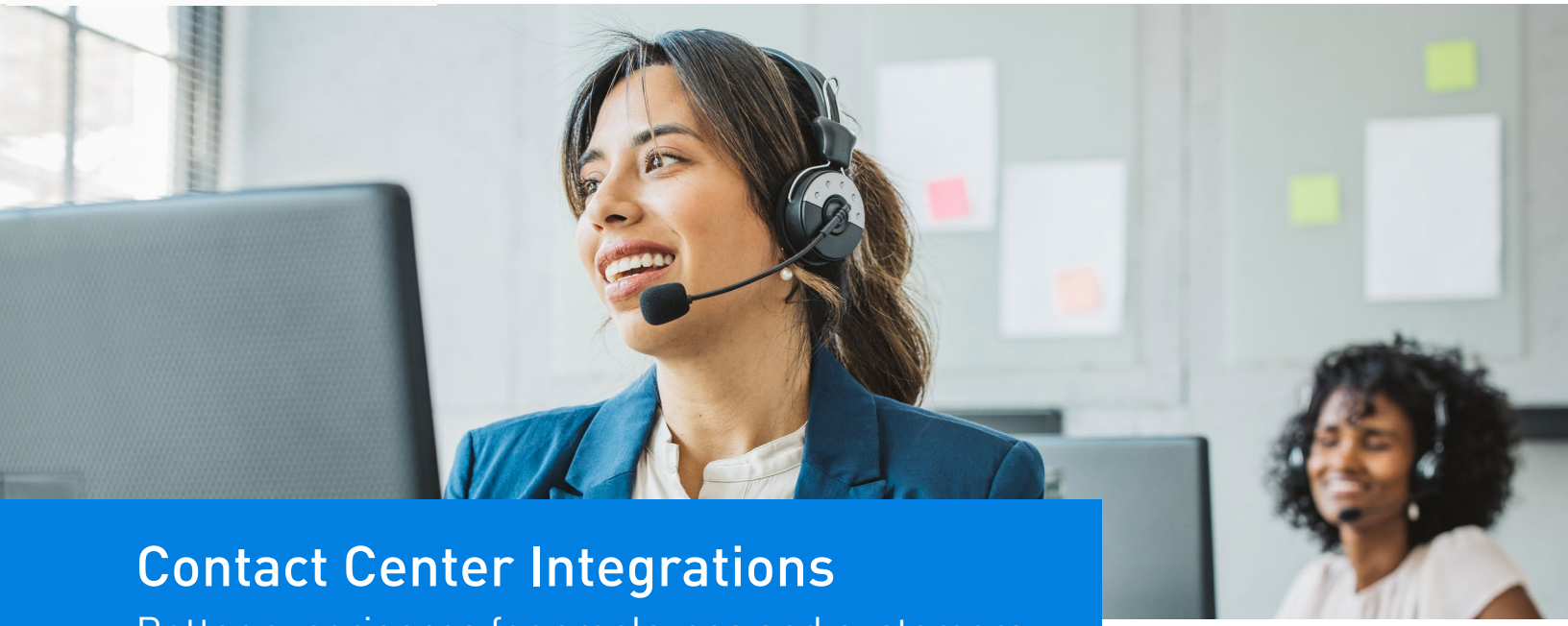
VCP SOLUTIONS
VOICE. CONNECTIVITY. PERFORMANCE.

DATASHEET



Contact Center Integrations

Better experiences for employees and customers using your system of record.

CONNECT CONTACT CENTER AND YOUR SYSTEM OF RECORD

Leveraging your customer data during interactions can increase customer satisfaction, eliminate common tasks, and save money. Whether you're using a popular CRM like Salesforce and Zendesk, an industry-specific tool (e.g., practice management, electronic health record, etc.), or your homegrown system, Contact Center can improve the effectiveness of your calls.

CONTACT CENTER CAN INTEGRATE WITH MANY SYSTEMS OF RECORD[1]

- CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
- ELECTRONIC HEALTH RECORD (EHR)
- DASHBOARD & REPORTS
- MARKETING AUTOMATION
- PAYMENT PROCESSORS
- ORDER MANAGEMENT SYSTEM
- HOMEGROWN SYSTEM OF RECORD
- AND MANY MORE



FASTER, PERSONALIZED INTERACTIONS

71% of customers expect companies to deliver personalized interactions[2]. Using Contact Center with your system of record helps you get customers to the right person at the right time using information supplied by the customer that matches their account record.

Integration Use Cases

Intelligent Call Routing
Ask customers to enter their account/ID number, date of birth, confirmation number, etc. to route customers to the right department/employee

Interaction Prioritization
Customer calls, texts, chats, and emails are prioritized based on their VIP status, case status, prior interaction history, and service level agreements (SLA).

Contextual Conversations
Give employees contextual information about the customer like prior interaction, recent purchases, and requests.



AUTOMATE EMPLOYEE WORKFLOWS

Integrating Contact Center with your system of record can help you reduce hold times, fast-track customer verification, and help you do more with your current resources by automatically supplying information or fulfilling tasks for your customers and employees.

Integration Use Cases

Self-Service Options
Use self-service interactive voice response (IVR) to let customers get account information like bank balances, order status, upcoming appointments, and more.

Screen Pops
Streamline account verification by using customer-supplied information (phone number, account ID) to screen pop information for your employees.

Automated Two-Way Messages
Send appointment reminders, personalized promotions, order/request updates, and payment reminders with customer information dynamically included.

BETTER TRACKING AND COMPLIANCE

Keeping incomplete records of customer interactions can slow your growth or even jeopardize your business due to regulatory non-compliance. Integrating your system of record to Contact Center can ensure your customer interactions are helping you grow rather than potentially hurting you.

Integration Use Cases

Document Interactions
Post interactions in your system of record to accurately capture work completed for billing, sales tracking, or to meet regulatory requirements (e.g., healthcare, legal, and finance industries often require interaction documentation).

Collect Payments
Give customers a self-service option to find outstanding balances and make payments without ever talking to an employee by integrating an IVR with a PCI-compliant payment processing solution.

Business Continuity
In the absence of a particular employee due to illness, turnover, or other unforeseen circumstances, colleagues can access documented interactions and customer data to continue providing service seamlessly.

REQUIREMENTS TO INTEGRATE

A successful integration requires three things:

1. **Clear Objectives:** Work with your team and our sales engineers to clearly define what your desired outcome is and how you want to use your customer data during interactions to help.
2. **Open APIs:** Your system of record needs to have the requisite APIs for Contact Center to perform your desired functions.
3. **Defined Data Mapping and Workflow Strategy:** Be sure to identify what fields you want to use in your system of record and how you want to use them in your customer interaction.

1. Whether Contact Center can integrate with your system of record and perform your desired objectives depends on numerous factors including whether your system of record has compatible APIs. Consult with your sales representative to learn more.

2. https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-personalization

QUESTIONS? CONTACT US TODAY!

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