

## Flexor CTI for Outlook

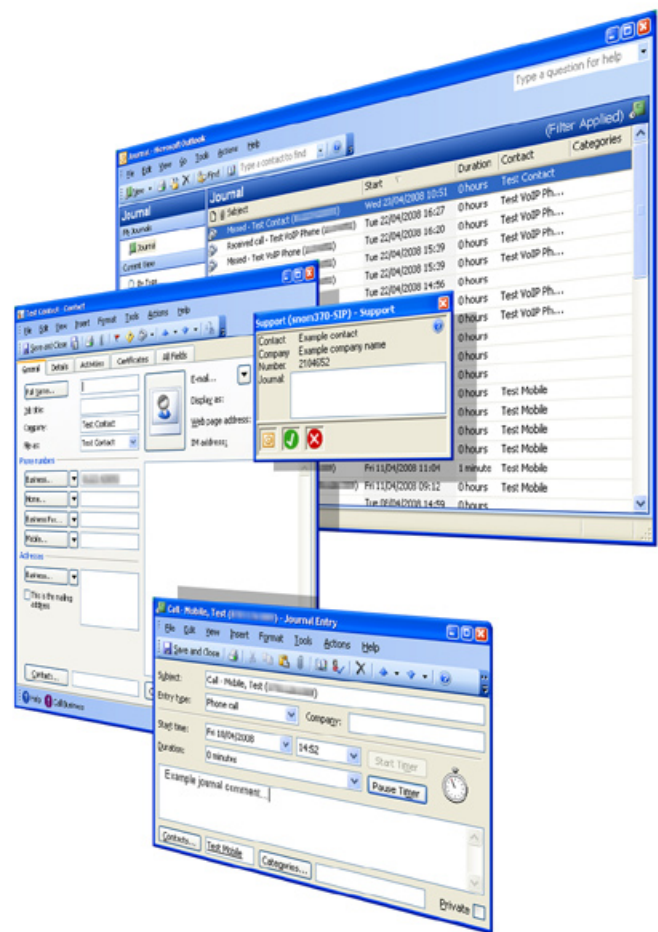
### Telephony-integrated Contact Management

Flexor CTI for Outlook offers easily installed and extremely cost effective telephony integration with the world's most widely used contact manager, Microsoft Outlook.

Managing contacts and maintaining regular one to one communication with your customers is vital for business success. Flexor CTI for Outlook combines this contact management with IP telephone handsets to enable real user benefits such as click-to-dial, contact screen pop-ups, on-screen call control, call logging and call reporting for effective sales management.

### Features

- Full integration within Outlook
- On-screen call control for easy click-to-dial and call transfer
- Contact records automatically appear with incoming call
- All call activity captured within Outlook journals for effective management reporting



### Simple and effective telephony integration with CRM

In combination with Microsoft Outlook, Flexor CTI for Outlook offers a highly cost-effective telephony-integrated contact management solution. However, for those organisations whose requirements are more complex, and who rely on comprehensive Customer Relationship Management (CRM) for business success, telephony integration offers significant business advantage by improving productivity and streamlining business processes.

Building on the simple, low cost model of on-demand software, the Flexor CTI family of products adds a new dimension to CRM activity by integrating seamlessly with the leading on-demand CRM systems, which bring full-feature CRM capability to small and medium sized businesses. With telephony such an integral part of CRM activity, Flexor CTI adds the vital ingredient necessary for total customer interaction, by capturing call details directly into customer records.



## Flexor Software

Flexor Software has been developed by CamrivoX to greatly simplify CRM Telephony Integration that has traditionally relied upon large investments in infrastructure, hardware and support staff. Flexor Software is unique in being delivered and supported at the PC level, resulting in accelerated installation, delivering improved business processes and increased customer satisfaction.

## Flexor Benefits

- Fully integrated CRM solution
- Rapid installation, simple to use
- Uniquely delivered and supported at the PC level
- No server required
- Improves productivity and streamlines business processes
- Maximises CRM investment
- Lower cost - up to 80% cheaper than traditional integration routes
- Fully scalable - distributed across IP Networks

## Also Available from CamrivoX

CamrivoX offers a suite of CTI products, designed to enable small and medium sized businesses to benefit from the enhanced CRM activity that is possible with telephony integration. Partnering with telephony OEMs and an expanding network of on-demand CRM systems, CamrivoX is leading the delivery of resource-lite CRM Telephony Integration. For more information please visit [www.camrivoX.com/products](http://www.camrivoX.com/products).

## Technical Requirements

- Microsoft Outlook 2003 or Outlook 2007 (Microsoft Small Business Contact Manager and Exchange Server contacts supported)
- Windows XP SP2 or Vista
- .NET 2.0 or 3.5 (installed automatically if not present)
- Supported PBX or VoIP handset