camrivox™

flexor™ software

## Simple and effective telephony integration with Dynamics CRM

As part of Microsoft's vast product range, Dynamics CRM has played a key role in bringing low cost, full-feature CRM capability to small and medium sized businesses. It has helped to transform the business landscape by allowing SMBs to compete with much larger organisations without the need for large scale IT investment.

By capturing information surrounding customer interactions and integrating it with every customer-related function, CRM activity can greatly improve prospect targeting and customer satisfaction.

For those organisations relying on CRM activity for business success, seamlessly integrating telephony with an on-demand CRM system can deliver significant business advantage by improving productivity and streamlining business processes.

Flexor CTI builds on the low cost, full-feature model of on-demand software, delivering true desktop-level CTI and bypassing costly infrastructure changes or additional servers.

Flexor CTI for Microsoft Dynamics CRM simply and effectively integrates telephony with Dynamics CRM, capturing call details directly into customer records and providing advanced call logs for effective management reporting, thereby adding the vital ingredient necessary for total customer interaction.
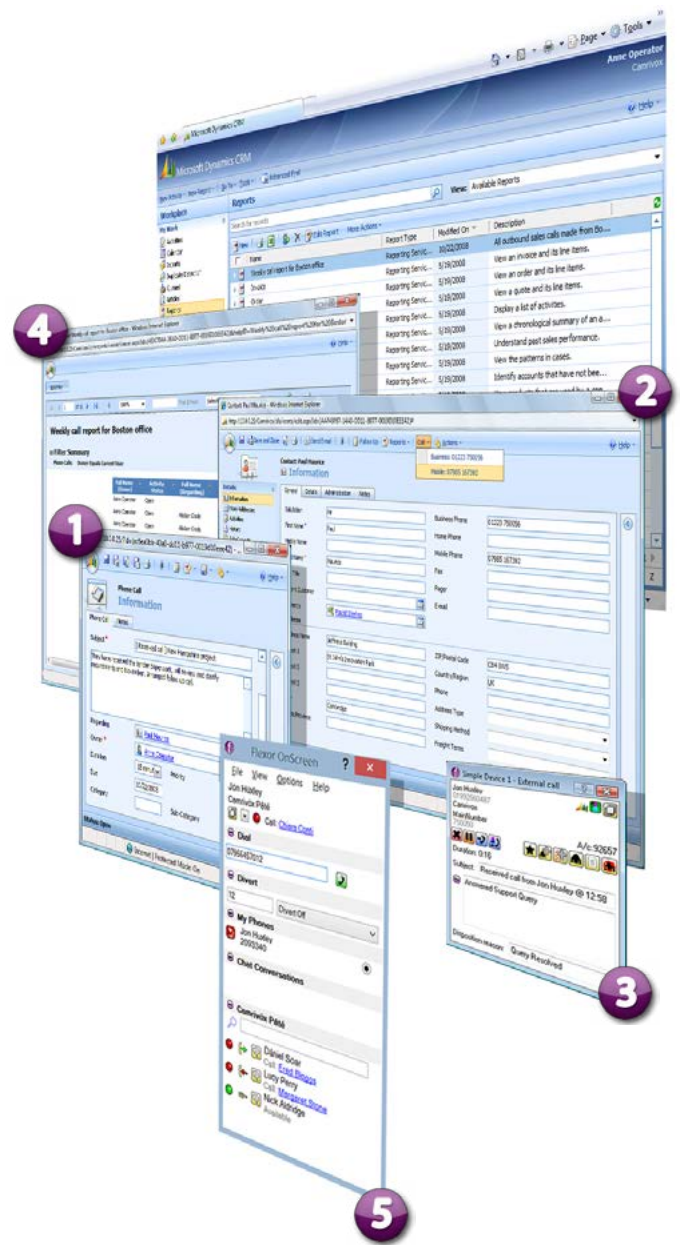
1 Capture call activity within a call log

2 On-screen call control for click-to-dial and inbound calls

3 On-screen call transfer and on-hold functions

4 Reporting for all call activity

5 Peer Presence

Router	OR	PBX
ISP or Hosted Telephony Provider		Telco Public Telephone Network

Asterisk-based PBX, Tapi Compliant Device or supported VoIP handset required

Features and Benefits

- Full integration within Microsoft Dynamics CRM
- Rapid installation
- Intuitive and simple to use
- Uniquely delivered and supported at the PC level
- No servers required
- Improves agent productivity
- Improves customer service
- Streamlines business processes
- Maximises CRM investment
- Lower cost - up to 80% cheaper than traditional integration routes
- Fully scalable - distributed across IP Networks
- Multi-site interoperability
- Click-to-dial from CRM record
- Screen pop CRM record with incoming call
- On-screen call control
- Automatic display of call log for adding notes
- All call activity captured within a call log for effective management reporting
- Peer Presence - Visibility of Peer Status
- Instant Messaging - Chat between peers
- Collaboration - CRM record transfer between peers

Technical Requirements

- Operating Systems
  - Windows XP, Vista, 7.x or 8.x (32 or 64 bit)
  - Windows Server 2008 or 2012 (32 or 64 bit)
- Framework
  - .NET 4.0 (installed automatically if not present)
- Browsers
  - Microsoft Internet Explorer 6.0 and above
  - Google Chrome
  - Mozilla Firefox
- Microsoft Dynamics CRM versions
  - 4.0
  - 2011 Hosted and On-Premise
  - 2013 Hosted and On-Premise
- Telephony Devices
  - Asterisk-based PBX
  - Tapi compliant PBX or handset
  - snom handset
  - Polycom handset
  - Yealink handset

Also Available for

- Salesforce
- Netsuite
- Microsoft Outlook

camrivox™

Langdale
Silver Birch Avenue
Epping CM16 6LB
United Kingdom

www.camrivox.com
info@camrivox.com
UK Tel: +44 (0)1223 750050
US Tel: +1 (408) 960-1032

MD-1410-100