



#83

# Credit Card Processing Center

## Situation

The client wanted to integrate their CRM with their Communications System and deliver a screen pop on inbound calls. The client also wanted the ability to record calls and insert them into CRM.

## Spotlight Software

interAct 3.0 & aWare 3.0

## Integration

salesforce.com, Active Directory LDAP, Cisco CallManager 6.1

## Solution

By integrating interAct 3.0 with salesforce.com for inbound and outbound calls, they now have screen pop to their desktop and auto creation of tasks. With the integration to aWare, they are now able to record and capture calls in an on demand mode and auto save those call records in CRM.

## Return on Investment

- Employee productivity increased with screen pop of customer record to desktop.
- Employee productivity increased with CRM automation performed by interAct.
- Employee productivity increased with click-to-dial using interAct with salesforce.com integration.
- Improved customer experience with salesforce.com integration.
- Quality Management policy in place with aWare call recording integration with salesforce.com.
- Regulatory Compliance with call recording automation.



Your Notes Here