

MULTICHANNEL  
ACD

## 4Com SALESFORCE CONNECTOR

4Com Suite Integration for Handling Inbound & Outbound

### INBOUND AND OUTBOUND HANDLING IN SALESFORCE WITH 4Com

The cloud-based 4Com Contact Center Solutions for handling incoming and outgoing contacts can be seamlessly be integrated in Salesforce via the 4Com Professional Client Web and the 4Com Salesforce Connector. Key benefits are the contact handling, routing, contact history, productivity and quality assurance.

#### Integration of Incoming Requests/ Inbound with Salesforce

For different business units like customer service, sales or administration the cloud-based 4Com Multichannel ACD enables the automatic, multiside and skill-based distribution of all kinds of contacts. These include besides calls also workitems and transactions. For contact handling 4Com offers the Professional Client Web whose user interface can be integrated into the Salesforce user interface (Classic, Lightning, Console).

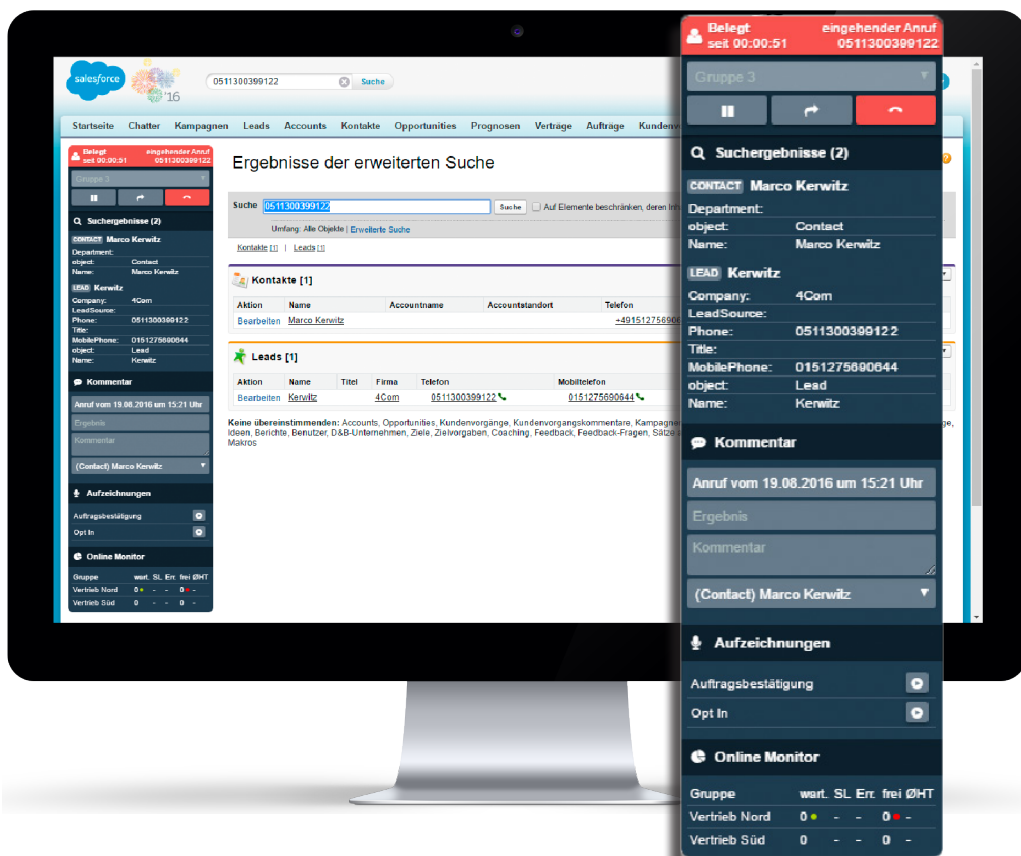
#### Call Handling

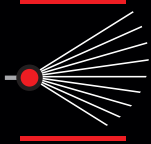
The 4Com Professional Client Web is ready for all status related ACD operations like login, logout, break and available as well as for call related features like transfer, on hold, conference and call coding. Furthermore the service employee can record calls and assign cost centers. In case a caller can be identified by the system the record will be displayed automatically to the service employee. For call accepting and speaking the service employees use their phones. Click-to-Dial enables easy dialing of registered contacts directly within

Salesforce. **Tip:** For handling calls in Salesforce without a physical phone you use the Professional Client Web VoIP. In combination with the Professional Client WIN, the ACD screen recording is also available.

#### Call Qualification

In order to ensure that callers are connected immediately to the right contact person their calls can be routed according to their customer data information, if it is available. The kind of data used for routing decisions is customizable. Examples: Calls of valuable customers can be directed to a particular service employee so that consultations or transfers can be avoided and requests can be completed at once – customer satisfaction and productivity increases!





**MULTICHANNEL  
ACD**



**OUTBOUND  
MANAGER**



**LIVE SUPPORT  
MANAGER**



**MESSANGER**

## Distribution and Handling of Workitems

Not only calls can be distributed rule-based to your service staff but workitems and transactions also. For this, the 4Com Multichannel ACD provides the job processing. The Salesforce workitems will be classified and distributed via the ACD. Different routing options are available – for example percentage and time routing or the routing of Salesforce related data. The workitems will be directed automatically to the service staff for handling. During handling the service employee is in the status “busy”. As soon as the handling is finished the status changes automatically or manually (performed by the service employee) to “available”.

Leverage the cross-organizational prioritization of tasks, integrated data maintenance, capturing of contact reasons and handling times.

**Tip:** With the installable Connector Module as Managed Package, you simply connect your Salesforce instance to the multichannel platform. To prepare objects for distribution and transfer them automatically to the ACD, store processes with flexible rule chains. In doing so, simple but also extensive processes can be represented via a graphical user interface. In combination with the ACD classifier, there are many possibilities for cross-system customer service.

## Live Support

In a future version of the 4Com Salesforce Connector the 4Com Live Support Manager will be integrated. Then your service staff can consult your webpage visitors by text chat, video chat or co-browsing at real time using the Salesforce user interface. In case the chat partner can be identified by the system the relevant record will be assigned automatically to a service employee. Otherwise the service employee creates

a lead. After terminating the chat protocol, for example, is stored in the contact history and handling times and contact reasons are captured.

## Campaign Management/ Outbound with Salesforce

Use the 4Com Salesforce Connector to leverage the Salesforce integration even for the campaign management with the 4Com Outbound Manager. With the 4Com Outbound Manager in the predictive, power or preview mode productivity gains of up to 100 percent are possible. Whether for telesales, market research or sales force management: Your outbound campaigns are effectively managed and carried out and the net talking time is optimized.

With the 4Com Salesforce Connector your selected Salesforce-records are assigned to the 4Com Outbound Manager via a reference. This way it is ensured that the data remain with Salesforce and can be processed only there. Furthermore the import and export of data is not necessary. As soon as the connection to the customer is established the relevant record is displayed automatically to the service employee. After call termination you store the result code in Salesforce as usual.

**Tip:** With the integration of the 4Com Messenger messages can be sent via email, SMS, letter, fax or WhatsApp for example for confirmations following a previous contact. Bulk mailing is also possible – like the campaign handling in the 4Com Outbound Manager.

## CONTACT

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