PureCloud Data Action Integrations

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PURECLOUD | DATA ACTIONS

- Preconfigured web service calls to data enable your IVR and Agent Scripts

- A data enabled IVR allows supercharges the caller experience

  - Provide personalization of the caller experience

  - Provide self service opportunities tied directly to CRM workflows

  - Allow for intelligent routing based on the state of your relationship with the customer

PURECLOUD | DATA ACTIONS

○ Provides PureCloud access to Dynamics CRM 365 data

○ Out of the box actions have you up and running in minutes
  • Query Contacts, Accounts, and Cases for default fields

○ Customizable actions provide full access to your Dynamics CRM fields/objects

○ Uses existing Dynamics CRM credentials
  • Allows you to control what data is available where/to whom using standard Dynamics CRM ACLs

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PURECLOUD | DATA ACTIONS

- 2 User Personas

    - Administrator of the integration

        - Understands the details of the API of the target

        - Responsible for setting up the integration and simple input/output schemas

        - Doesn't need to concern themselves with maintaining the call flow the action will be used in

    - Administrator of the Call Flows

        - Focused on creating awesome user experiences

        - Utilize the simple input/output of the data action to determine what information to collect from the caller, and what information will be returned to use in furthering the caller's experience

        - Doesn't need to understand or maintain the specifics of the integration

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Thank You

Visit www.genesys.com or call +1.855.821.0932 for more information

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