

Avtex InteractionSync™

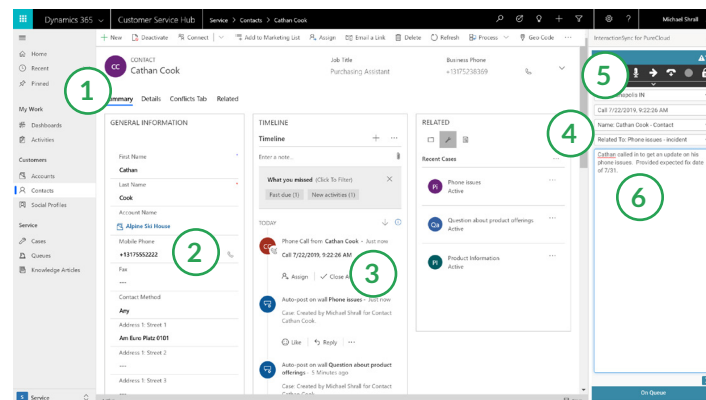
Get ahead of the competition by providing an integrated customer experience across all your customer care channels. Avtex InteractionSync for PureCloud adds deep integration between PureCloud, the elite cloud contact center solution from Genesys, and Microsoft Dynamics 365 allowing users to manage customer engagement from one screen, not switching among multiple windows or applications.

InteractionSync gives agents access to PureCloud directly within Dynamics 365. The fully embedded PureCloud controls enable management of customer interactions, agent availability status selection and management, click-to-dial for fast customer follow-up, and on screen search for quick customer data look up on one screen. By combining the best of both worlds, InteractionSync for PureCloud incorporates the features of PureCloud to handle queuing, routing, measuring and reporting, while synchronizing customer interaction data with Dynamics 365 to ensure accurate tracking of your customer's journey and deliver the best customer experience.

Combine the Power of Genesys PureCloud and Microsoft Dynamics 365 with Avtex InteractionSync for PureCloud

Here are some of the features of InteractionSync:

- PureCloud mini-client embedded in Dynamics 365 enables users to manage interactions without having to leave their Dynamics 365 application. The mini client can be easily expanded into the full PureCloud client with all information synced across both clients
- Inbound interaction/contact/lead/account search to intelligently pop the appropriate screen for the agent
- Click-to-dial out through PureCloud from within Dynamics 365
- Dynamics 365 activity creation and auto association with contacts, leads, cases, etc.
- Simple contact/lead searching with quick outbound calling

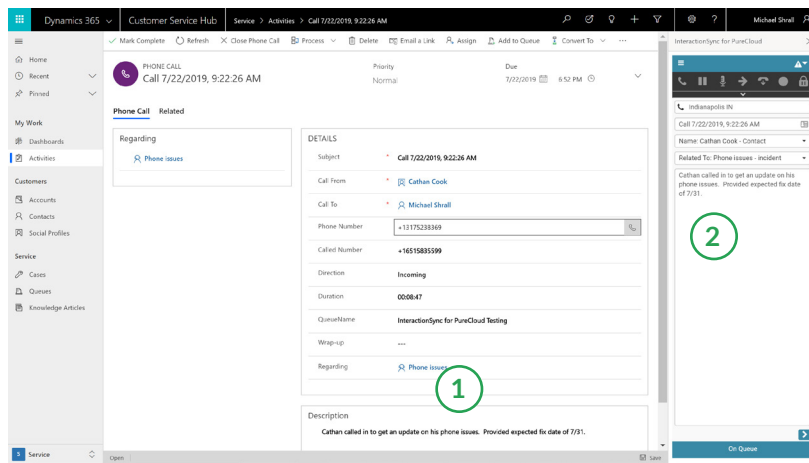


- 1: Intelligent search of contacts, leads, and account to pop the right entity on new incoming.
- 2: Click-to-dial phone numbers through PureCloud.

- 3: All interactions are automatically recorded as Dynamics activities.
- 4: Interactions automatically associated to Dynamics activities.
- 5: Interaction controls within Dynamics.
- 6: Notes automatically added to activities.

Deploy with Confidence

InteractionSync for PureCloud is available as an addon to your current PureCloud subscription. Simple deployment at the speed and scalability the cloud provides.



- 1: Agents can document activity of the interaction within the InteractionSync softphone.
- 2: Details written by the agent are automatically written into the Dynamics activities.

Key Benefits

Enhanced Customer Experience

- Significantly reduced handle time
- Intelligent queueing and routing
- Precise, automatic tracking of agent interactions frees them to focus on customers
- Consistent agent experience across all channels
- Better First Call Resolution (FCR)

Greater Efficiency

- Fewer clicks
- Fewer tasks to perform in Dynamics 365
- Entire application hosted in one browser tab
- Better data for process engineering

Ease and flexibility of deployment

- Implement and maintain easily
- Agents can be anywhere
- Cloud-based solution
- Supports Dynamics 365 Unified Interface

About Avtex

Avtex is a full-service Customer Experience (CX) consulting and solution provider focused on helping organizations create better experiences for their customers. With an unparalleled breadth of knowledge and experience, and partnerships with leading technology vendors like Microsoft and Genesys, we are uniquely suited to address any CX challenge.

Our portfolio of solutions and services supports our unique approach to Customer Experience, which includes two key phases, CX Transformation and CX Orchestration.

- Our **CX Transformation** solutions and services aid in the process of defining and improving CX. From Journey Mapping to CX Design Thinking, we provide the support you need to set the foundation for CX success.
- Our **CX Orchestration**, solutions and services enable the realization of your CX strategy through people, processes and technology. From technology implementation to training, we ensure you have the capabilities to execute your CX strategy.