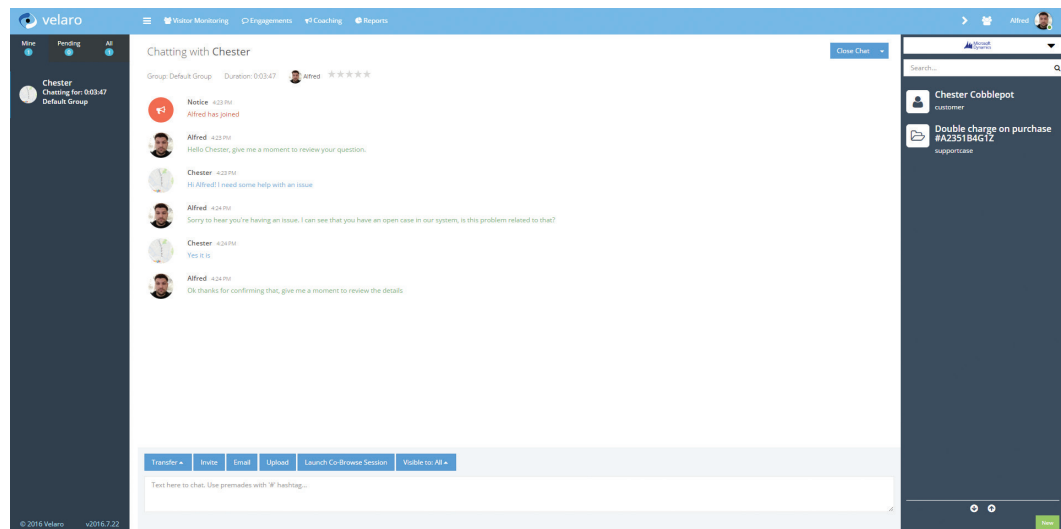




Make the most of your Microsoft Dynamics investment and gain a 360-degree view of your customers by integrating your CRM with live chat software built for the enterprise.



*Velaro makes it easy for your customer service staff to find a Microsoft Dynamics record without opening a new window.*

### Why Integrate Live Chat with Microsoft Dynamics

In today's fast-paced, omni-channel world, customers expect your customer service agents to know their preferences and history as soon as an interaction begins. They don't want to wait while you look up their records, and they won't tolerate having to give the same information over and over again.

By integrating your website live chat solution with Microsoft Dynamics – the single source of truth for granular customer data – you can give your support staff one-click access to a 360-degree view of the individual with whom they're chatting. Purchase history, service records, past interactions, location, contact information – it's all there.

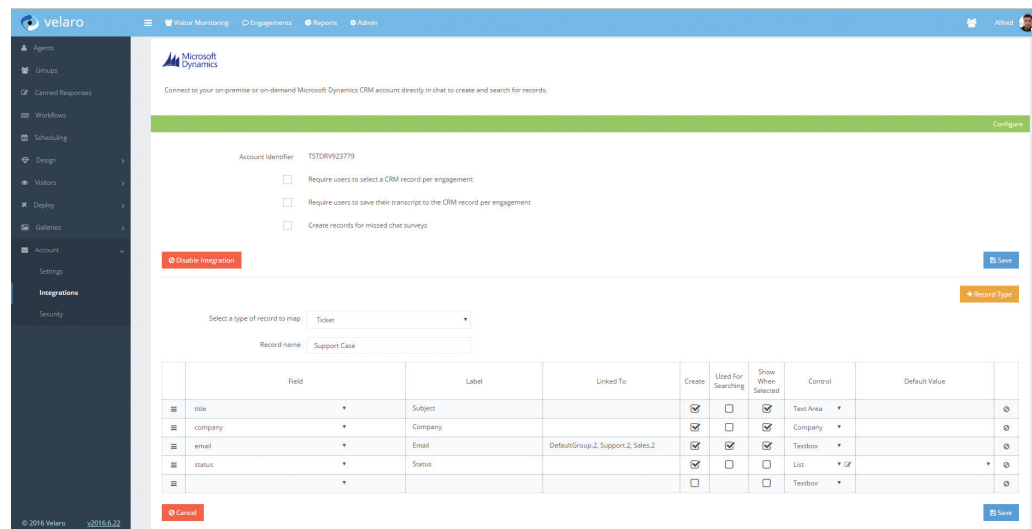
But beware: All live chat products that work with Microsoft Dynamics are not the same. In many cases, the touted "integration" is little more than a link to a separate Microsoft Dynamics window. This situation creates few efficiencies for the agent, and does not effectively send new chat data back into the CRM. For the enterprise, that's simply not good enough.

Then there's Velaro – the live chat solution that helps you get the most out of Microsoft Dynamics ... and your customer service and sales team.

## Velaro Live Chat for Microsoft Dynamics

Velaro gives you and your agents the enterprise-grade tools to truly engage users, accurately measure and analyze results, and foster a culture of continuous improvement within your customer service department and contact centers. With Velaro, you can:

- Deliver smart, personal engagement; agents can view Microsoft Dynamics data without ever leaving the chat window.
- Create new user records in Microsoft Dynamics directly within the live chat solution, ensuring your sales team constantly has up-to-date and accurate data.
- Append live chat transcripts, metadata and survey results to Microsoft Dynamics records with a single click – minimizing burdens on customer service staff, and increasing adoption.



Customer service staff can see designated Microsoft Dynamics fields directly in their visitor monitoring screen.

## Make Every Chat Better Than the Last™

Customer behavior and expectations are changing constantly. Your live chat platform needs to keep up. Velaro’s exclusive **Performance Management** capabilities make it possible.

With Performance Management, managers can direct and assist customer service agents in real time with chat shadowing or review transcripts and reports to look for coachable moments. Customers can provide feedback on entire chats or individual responses. And conversions and sales data can be matched to scripts and other agent-level behavior to definitively determine ROI and KPI hit rates. With Velaro, you’ll have the tools you need to meet shoppers’ needs today, tomorrow and well into the future.

## Live Chat for Microsoft Dynamics – and the Rest of Your Business

Velaro is more than simply a live chat platform that integrates with Microsoft Dynamics’ cloud, on-premise and hybrid solutions. It’s a powerful, full-featured real-time customer engagement engine. Go beyond answering prospect questions and turn your contact center into a consistent, measurable and sustainable driver of customer satisfaction and revenue growth.

**If your business runs on Dynamics, you don’t just need live chat. You need Velaro.**