

# Make Every Interaction Count

## Key Benefits



### Loyalty

Earn your customer's loyalty with personalized and contextual interactions on most commonly used business communication channels.



### Quality

Deliver fast and high-quality service with intuitive access to all relevant customer information on a single application.



### Productivity

Enable calls, emails and web chat requests to be handled in an efficient manner – quickly, and conveniently, and boost overall productivity.

## Key Capabilities



### Integrated Communication

A key role in efficient and working CRM is the ability to integrate the most commonly-used corporate communication channels – phone, email, and web chat. Phone integration in InfoServ CRM is easy – no need of expensive phone equipment and PBX. InfoServ CRM accepts telephony both from an internal PBX and directly from your Telecom operator. Phone calls are made directly through your CRM, and your communication is automatically logged and recorded.

### Monitoring & Reporting

Continuous improvement of processes and work is impossible without detailed reporting and monitoring. InfoServ CRM gives you intuitive tools for in-depth analysis of calls, emails, and customer inquiries. The availability of all the information in a single application provides real-time access to important business metrics. Managers have at their disposal a full and detailed activity report with automatically calculated metrics such as accepted calls, call duration, missed calls, abandonment rate, etc.



## Key Features



Phone Integration



Email Integration



Web Chat Integration



360 Degree Customer Profile



IVR Technology



Build-in Soft Phone

