

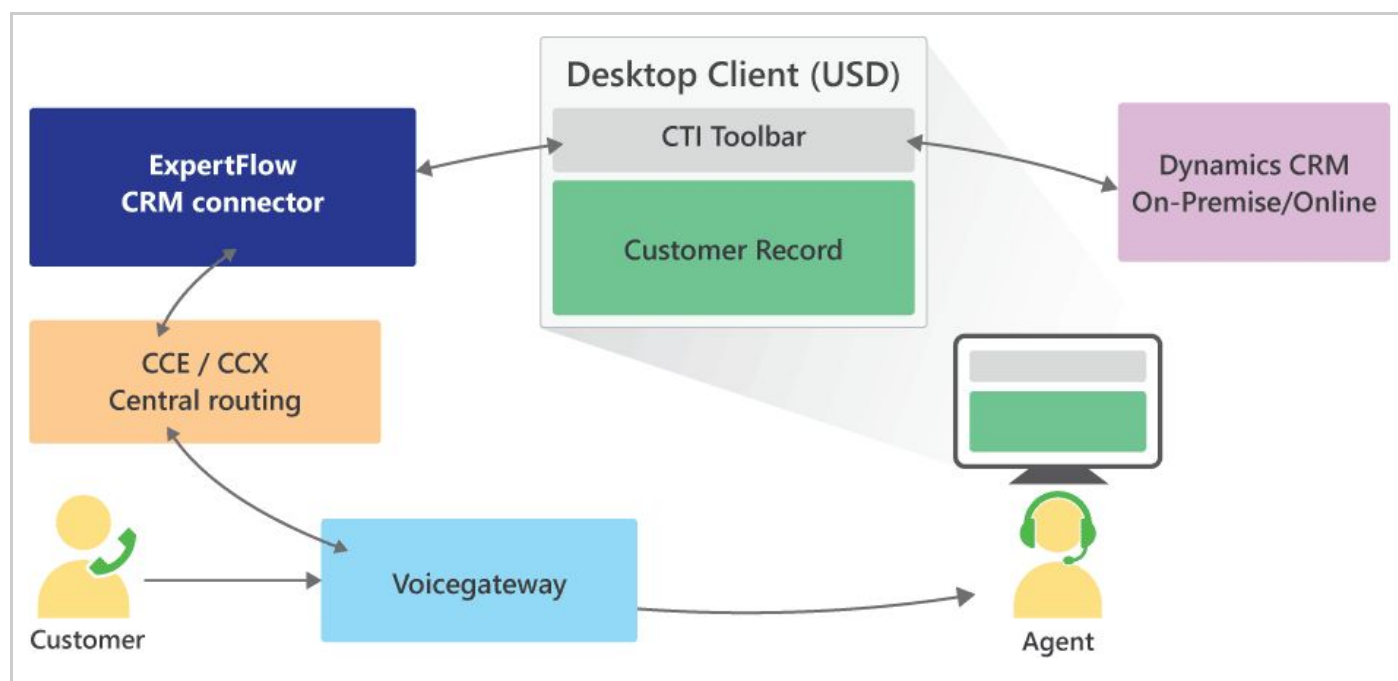
# Dynamics CRM CTI Connector



Available in the  
Cisco  
Marketplace

## Integration between Cisco Contact Center and Microsoft Dynamics Unified Service Desk

EF MS CRM CTI Connector is a Unified Service Desk (USD) connector that connects Cisco Unified Contact Center Enterprise (UCCE) or Cisco Unified Contact Center Express (UCCX) with Microsoft Dynamics CRM for CTI call controls through the unified desktop interface of Microsoft USD. This integrated solution enables an agent to quickly and automatically identify customers as well as handle interactions from the same application resulting in improved efficiency as agents will no longer have to switch between the applications.

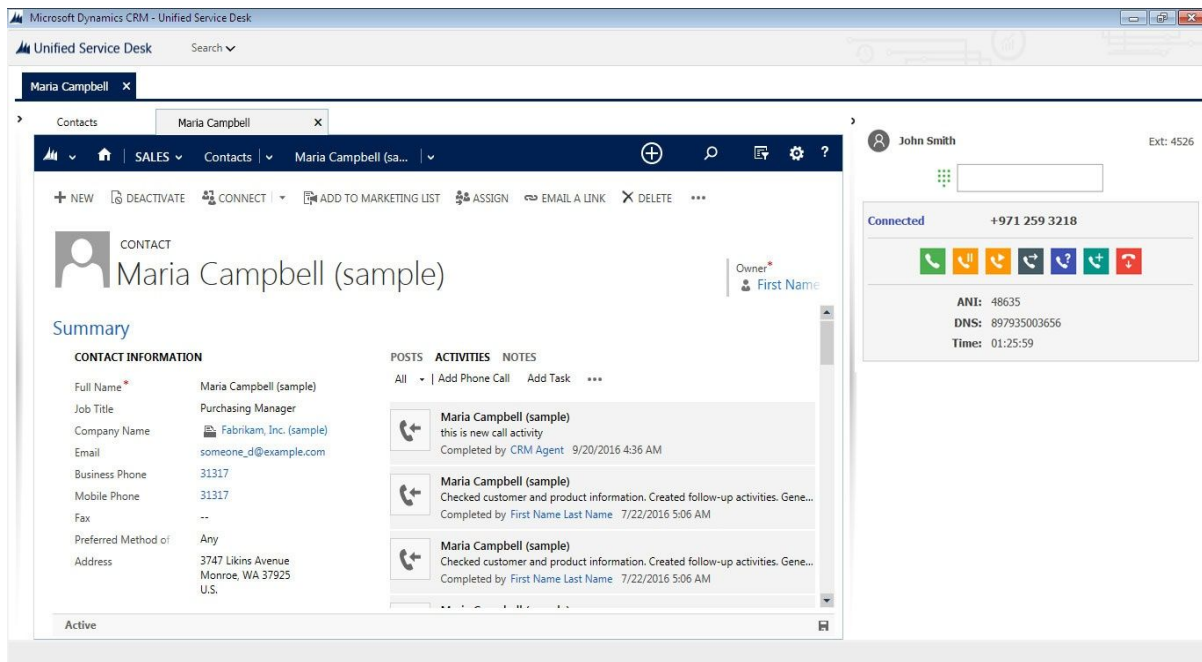


## Key Benefits

- **Seamless integration** with the Microsoft Unified Service Desk allows an agent to handle interaction with customers using a single interface, eliminating the need to switch between different applications.
- **Follows the recommended Microsoft** approach for CTI integration.
- **Decrease Average Handle Time (AHT)** as there'll be no need to switch between CTI and CRM applications.
- **Caller's context** screen pop happens as soon as the customer request arrives. This could be a caller's account, contact, or a custom business entity. The connector architecture allows the business to dynamically configure different sorts of screen pop based on the call attached data.
- **Single sign-on** feature enables an agent to be automatically logged into the Cisco contact center once he logs into Microsoft Dynamics CRM USD.
- **Call attached data** including the information captured on the IVR is transferred to the CTI connector which is then passed to the customer profile in Microsoft Dynamics CRM.
- **Decreased average time spent** on wrap-up or after call (After Call Work)
- **Increase in First Call Resolution (FCR)** and hence more satisfied customers.
- **Automatic phone call activity** creation after each call and linked to the matched caller account in Microsoft CRM.
- **Multimedia Routing Engine** allows Chat and Email handling inside Unified Service desk.

## Features

- Agent state control – sign in, sign out, ready and not ready with reason
- Single Sign-On with Microsoft Unified Service Desk Login
- Call control – answer, consult, transfer, conference, hold, retrieve and hang up
- Contact/Account Profile Screen-pop
- Context Transfer with call transfer or conference
- Select an account option in case of Multiple Profiles Match
- After Call Wrap-up Reason codes.
- Click to Dial
- Manual Outbound Calls
- Support for Outbound Campaigns
- Automatic Phone Call Activities
- Call attached data (Call variables)



## Upcoming Features

- Toolbar within Microsoft Dynamics CRM Web - eliminating the need to use Unified Service Desk
- Email Handling within Microsoft Interface
- Handle Customer chats from Website, Facebook, Skype, Line Messenger etc.
- Integration with ChatBots/AI

## Deployment Options

For a simplex/non-redundant deployment the EF Connector (CTI Middleware) is installed on a Windows based machine. For a redundant deployment, the same EF Connector should be deployed on 2 different machines. The Connector handles the failover at the application level and supports both active-active and active-passive deployment models.

The client-side USD Adapter is installed on the agent machine running Microsoft Unified Service Desk client application.

Schedule a session with our CTI Integration expert to help you plan the right integration approach for all the business needs.

Drop us an email at [info@expertflow.com](mailto:info@expertflow.com)



## About Expertflow.

Expertflow builds software for Cisco contact centers (**UCCE, UCCX or PCCE**). We provide **CTI integration** with Oracle Siebel or Oracle Service Cloud, Microsoft Dynamics and SAP Interaction Center, adding multimedia collaboration channels and media routing such as **Chat, Email, SMS, USSD**, as well as multimedia outbound campaigns that can be managed directly from the CRM.

We also provide solutions for call center supervisors, tools to plan, track and score customer interactions, finesse gadgets, reporting solutions, wallboards, SMS for Cisco contact centers, retail queuing and media recording, in addition to **AI / Chat Bot**.

[Privacy Policy](#)

[History](#)

[Team](#)

[References](#)

[Integration Partners](#)

[Solution Partners](#)