



## The Cisco Unified CallConnector for Salesforce.com

As a small or medium-sized business (SMB) competing against larger companies, you know you need to work harder, faster, and smarter to win market share. You also know that customer satisfaction plays a crucial role in winning customers and keeping them.

Why is real-time access to comprehensive customer history information so important? Because each interaction presents an opportunity to provide outstanding customer service and uncover cross-sell or up-sell opportunities. Integrated customer relationship management (CRM) and Cisco® Unified Communications can help you win and retain customers by giving you powerful tracking and information access tools that your entire company can use. Converged voice and data networks and on-demand CRM offer real business value by streamlining communications and pulling together vital customer information exactly when you need it.

### **Salesforce.com and Cisco—Teaming Up to Design a Solution Just for SMBs**

Until now, price and complexity have limited CRM and IP communications applications to larger organizations. But those barriers are crumbling. Salesforce.com, the leader in on-demand CRM, and Cisco Systems®, the worldwide leader in networking for the Internet, have teamed up to create a business-class solution designed especially for small and medium-sized organizations. Together, Cisco Unified Communications and Salesforce.com on-demand CRM offer a full-featured, but right-sized approach that enables you to more effectively identify and address customer needs and build profitable customer relationships.

### **Increase Customer Satisfaction and Expand Your Small and Medium-Sized Business**

Now you can equip your entire workforce with the knowledge they need at their fingertips. No more hurriedly trying to access that database file or flipping through folders and vainly trying to refresh your memory during a customer phone call. Your staff works faster and more effectively during incoming and outgoing calls.

Gain a 360-degree view of your customers

- Unified e-mail, telephone, and database records provide a single view of all customer-related information
- Activity history helps you understand customers better and build stronger business relationships
- Immediate access to customer preferences lets you respond more quickly and efficiently to customer needs

Grow your sales by focusing on what really matters to your business

- Easy-to-use tools capture, analyze, and share information and target marketing efforts
- Customer-centered content search helps pinpoint key details that can close deals
- Clearer insight into customers offers opportunities for up-sell, cross-sell, and contract renewal

Rapid deployment and lower total cost of ownership

- Eliminate the cost of buying, maintaining, and upgrading on-premise CRM software or servers
- Manage budgets more predictably with subscription-based pricing
- Extend CRM to remote workers easily and cost-effectively with Cisco Unified Communications and on-demand Salesforce CRM

Provide a better sales and support experience for contacts and customers

- Flexible call routing quickly targets the appropriate resource regardless of location
- Enable everyone on your sales, marketing, and service teams in any location to use their IP phones and an Internet-connected computer to handle inbound and outbound customer calls more efficiently
- Call load balancing automatically responds to shifts in staffing or traffic so calls are never missed

Increase the effectiveness of your limited resources

- Intelligent lists and tools let you use resources more efficiently, streamlining sales, marketing, customer service, and reporting efforts
- Single-source entry and display eliminates duplicate efforts and scattered information
- Data views and queries are easily tailored to yield exactly the information you need

For inbound calls to Cisco Unified IP phones, Salesforce screen-pops give users a complete view of the customer, such as recent activity history, outstanding follow-up tasks, sales opportunities, or service-level agreements. Virtually anything that you want to track can be set up in Salesforce with a few clicks of the mouse.

Cisco integration with Salesforce makes outbound calls more effective and efficient as well. Search for a contact in Salesforce, click on the phone number, and the call is automatically initiated.

The integration of on-demand Salesforce CRM and Cisco Unified Communications makes it easy and cost-effective to extend this productivity to home-based workers and remote sales offices. With a Cisco IP phone and an Internet-connected computer, employees can see the same screen-pops and real-time customer information from any location, and can initiate outbound calls automatically with the most current contact information.

## A Complete Communications Solution

Cisco reliability, Salesforce.com expertise, and a trusted integration partner create the solution you've been waiting for: enterprise-class functionality with customizable tools tailored for small and medium-sized business environments. Salesforce's on-demand CRM solution promotes user adoption with quick and easy deployment, seamless seasonal upgrades, and secure access to customer information from anywhere. Salesforce.com also integrates with popular Microsoft applications such as Outlook, Word, and Excel. Depending on your requirements, the Cisco Unified Communications and Salesforce.com CRM solution components can include:

- Salesforce SFA—Helps companies drive sales productivity, increase visibility, and expand revenue with easy-to-deploy applications for effectively managing salespeople and processes.
- Salesforce Service and Support—Offers a comprehensive, multichannel customer service solution with all the advantages of salesforce.com's on-demand technology.
- Salesforce Marketing—Salesforce Marketing enables closed-loop marketing so busy teams can quickly execute, manage, and analyze the results of multichannel campaigns.
- Cisco CRM Communications Connector—A software "bridge" at the desktop that integrates Cisco Unified Communications and Salesforce.com CRM components.
- Cisco Unified IP Phones—Devices that combine the power of data networks with the convenience and ease-of-use of telephones.
- Cisco Unified CallManager or CallManager Express—Software that supports unified messaging (e-mail, voice-mail, and fax messages in a single inbox), voice and video conferencing, and collaborative contact centers.

## Next Steps

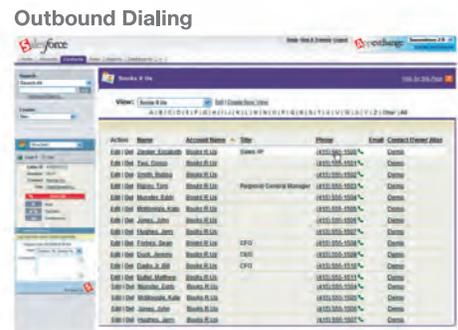
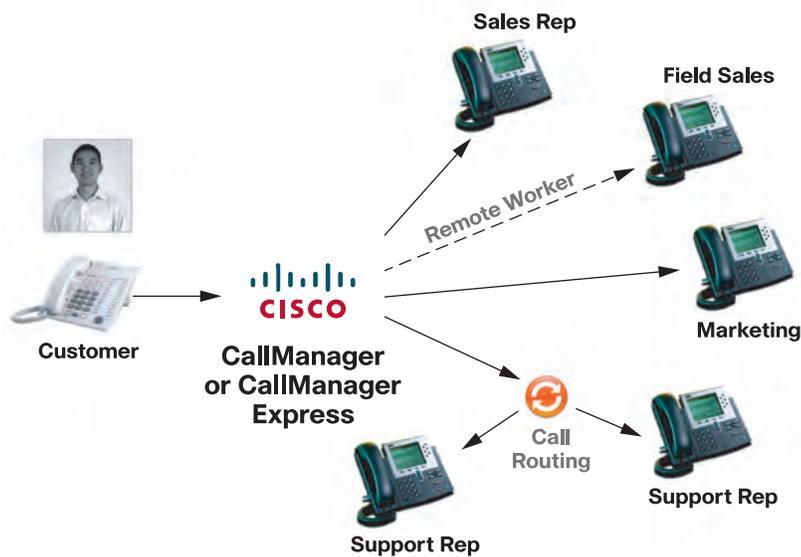
By integrating Salesforce.com CRM and Cisco Unified Communications, Cisco and Salesforce.com provide a complete offering that will help your company raise its profitability and expand your business. The Cisco Unified CallConnector for Salesforce.com will soon be available from select Cisco and salesforce.com Certified Partners. For more information, visit [www.cisco.com/go/salesforce](http://www.cisco.com/go/salesforce).

**Cisco Unified Communications Solution Features and Benefits**

- Flexible framework combines communications and work styles into one highly productive work environment
- Unified messaging lets users access and manage voice-mail, e-mail, and fax messages from a single inbox to simplify their workday
- Consolidated voice and data network cuts the costs of user moves, adds, and changes, and eliminates costly toll charges and recurring leased-line fees

**Salesforce.com CRM Features and Benefits**

- Web-based on-demand CRM application eliminates the need to download or install software, speeding deployment and lowering total cost of ownership
- AppExchange provides a platform for customization and integration for your CRM application, development of new applications, and a directory of more than 300 prebuilt applications and components for enhancing CRM
- Scalable from small companies with two or three users up to thousands of users



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