



Communications

Microsoft CRM[®] Telephony



Discover the power of Interactive Intelligence and Microsoft CRM[®] 3.0

KRP Communications teams up with Interactive Intelligence to bring you the most effective Microsoft CRM 3.0 integration available.

Increase Efficiency

KRP's advanced Microsoft Dynamics CRM integration puts telephony controls at your fingertips, increasing efficiency and eliminating unnecessary manual tasks.

Built for enterprises or contact centers of any size who are looking to deliver superior customer satisfaction, our telephony solution integrates seamlessly to your Microsoft CRM[®] 3.0 deployment.

Increase Customer Service

By not only providing Click-to-Dial and Screen Pop services, KRP's integration enhances customer service, making it easier than ever to ensure your customers receive first-class treatment.

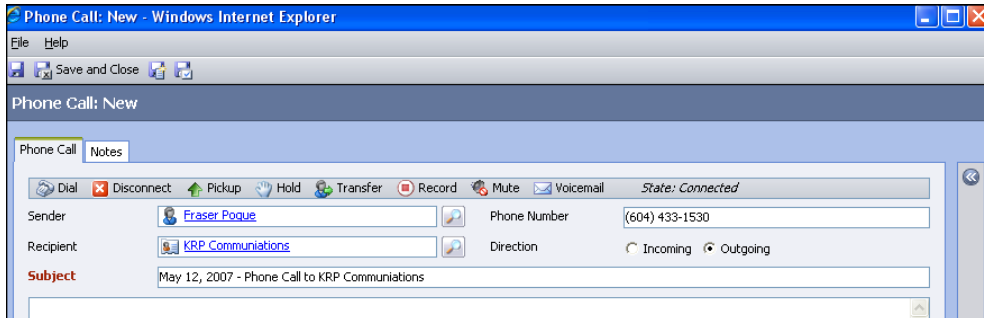
Incoming and outgoing phone call activities are automatically created guaranteeing customer interactions are never forgotten.

Seamless Integration

Using state-of-the-art technologies, KRP's integration is able to retrieve and update customer information directly from your Microsoft CRM server. Providing the most accurate information available to the entire organization.

Click-to-Dial

Through intelligent Click-to-Dial features, you can connect to the current contact/lead/account you are viewing with the click of a button. All phone numbers for that entry will be retrieved and displayed for easy dialing.



KRP's call control bar is integrated directly into each Phone Call Activity.

Superior Call Control

Whether you are calling extensions, local numbers, or long distance our toolbar provides advanced call features such as: Dial, Pickup, Hold, Disconnect, Record, Mute, Transfer (Blind & Consult Transfers) and Send to Voicemail.

The status of the active phone call is displayed along side the toolbar and the id of the phone call is stored in the phone call activity for future references.

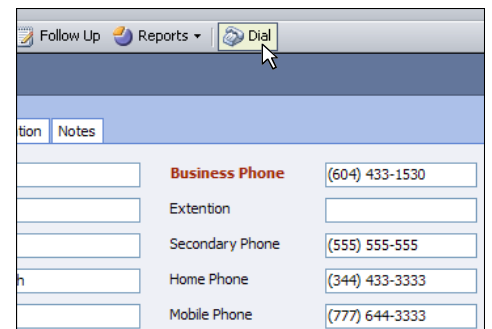
.NET Technologies

Built on Microsoft's .NET 2.0 framework to deliver a highly dependable solution you can count on.

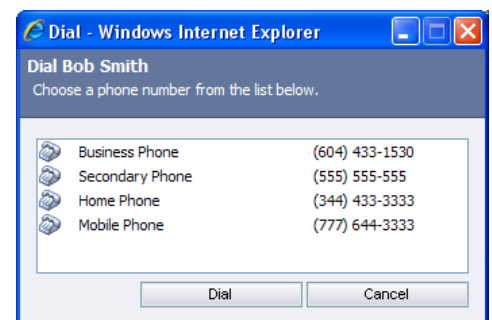
Remote Workers

Built to compliment today's "work from anywhere" attitude, remote capabilities are included; sales & support staff have access to customers from virtually anywhere.

Remote workers can log-in to their Interactive Intelligence server, connect to the Microsoft CRM server and provide the same "in-office" level of services customers expect.



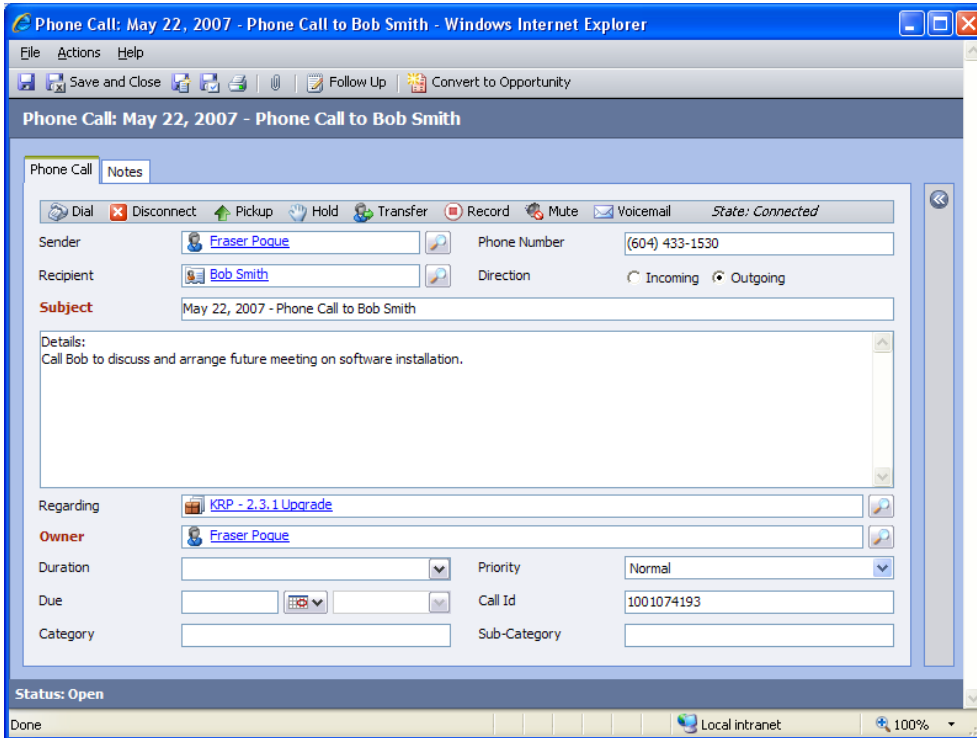
Integrated dial buttons for Accounts, Leads & Contacts..



All phone numbers appear in the dial window.

Interaction Management

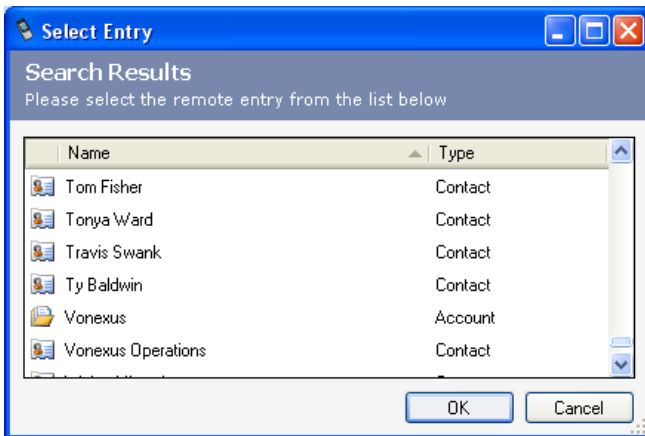
Sound Customer Relationship Management begins with documented customer interactions. Screen Pop will ensure that each and every phone call will be documented and related to an account, contract, incident and more. When a new phone call is popped, agents are able to fill out further details about the call, including priority, subject call details and even schedule a follow-up task.



Screen Pop creates call records and pops the information to the agent.

Effective Screen Pop

Microsoft CRM Telephony will pop new phone call activities to the agent as calls are placed and received. This automated process will find the CRM entry and pre-populate all relevant fields in the phone call activity, allowing the agent to focus on the customer.



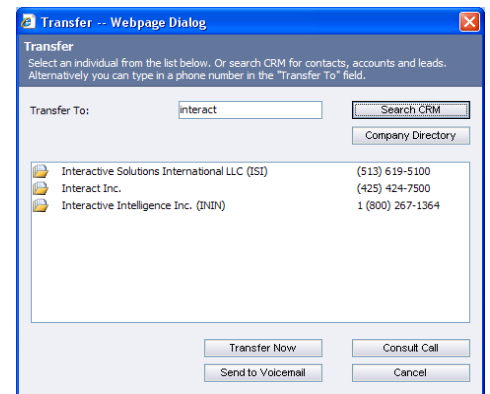
Multiple entries are found for a single phone number.

Not only can call activities be popped, but the related account/lead/contact can also be popped. Providing agents access to all related information regarding the party on the other end of the line helps to enhance and deliver superior customer relationship management.

Integrated Transfer

Transferring has never been easier. Not only can you transfer your calls to other internal agents, but you can transfer calls to Microsoft CRM accounts, leads and contacts. Simply enter search criteria and the transfer window will pull back any account, lead and contact that match the criteria.

Once your call has been transferred to another agent, your Phone Call activity is also transferred, ensuring that the next agent accesses and modifies the same phone call activity.



Integrated transfer window allowing Salesforce.com search.

System Requirements

- **Microsoft Windows 2000 or higher.**
- **.NET Framework 2.0**
- **Microsoft Dynamics CRM 3.0**
- **Interactive Intelligence 2.4 or higher.**
- **Internet Explorer 5.1 or higher.**



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