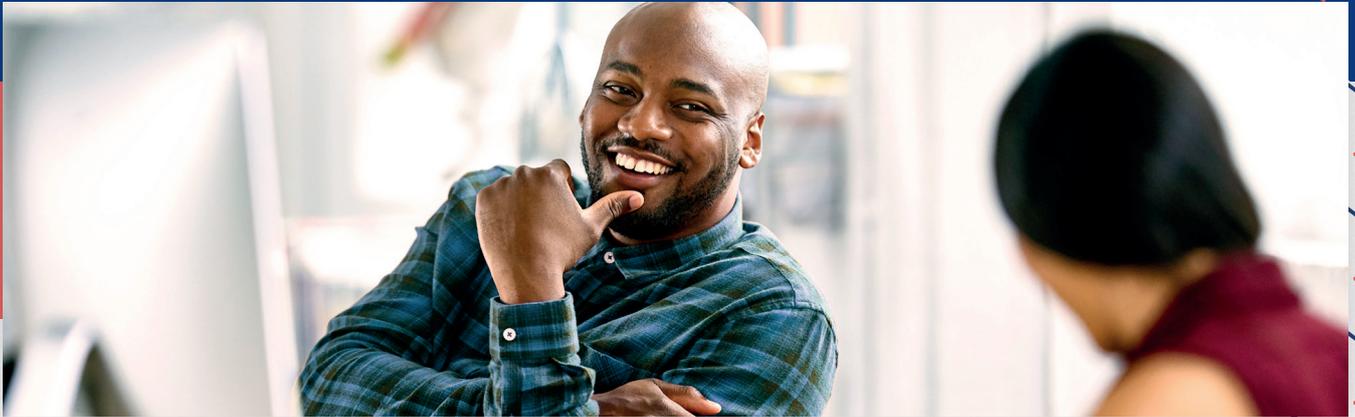# NETCALL

Business Systems Integrations: Microsoft Dynamics

Build a complete customer picture for you and your stakeholders

Systems and processes to support every engagement

Customer interactions are becoming more complex. Sophisticated customer journeys frequently cross multiple touch points, creating data trails and new customer experience (CX) opportunities.

The importance of capturing and maintaining customer data to support more effective CX interactions is critical for most organisations.

However, over time, systems can become more siloed, isolating teams and their data. And this introduces friction into internal and external engagements. To translate your CX ambitions into reality, your engagements need to rely on an optimised integration into your existing systems and processes to simplify access to information.

Native integration with business systems

Liberty Converse is an omnichannel contact centre management solution that natively integrates with Microsoft Dynamics, one of the leading marketing CRM platforms. Together, Converse and Dynamics close the gaps between two critical customer centric data systems. Pooling customer data creates a richer, more intensive insight into customers and their needs.

You can also add our other intelligent automation tools, Liberty Create and Liberty RPA. Using the rest of the Liberty Platform, you can further extend your CRM platform. This streamlines your back office processes and extends your integrations into other back office systems. You can also uncover whole new channels and offerings to keep pace with customer expectations.

Features at a glance:

Agent screen pop present customer information before and during the interaction, including caller ID and contact history

Data sharing provide agent context for interactions

Comprehensive interaction logging

Single view

Direct dialling "click to dial" based on Dynamics customer record

Workflow automations smart routing, queuing, custom workflows, etc

Intelligent process automations utilise and consolidate data between additional systems and apps

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Benefits at a glance:

Reduced queuing and smart routing by extending your routing rules with Dynamics customer data

Improve issue resolution improve customer insight and customer satisfaction levels

Accelerate interaction resolutions by giving agents the full customer picture

Queue overview for greater efficiency and effectiveness

Automated access to historical and real-time information more effective and personalised support

Extended richness of customer records for better inbound and outbound interactions

Enhanced ability to automate follow-up tasks freeing up agent time

Reduce customer data management reduces admin overhead and agent effort

Streamline interaction management and productivity with embedded call control capabilities

Reduce screen jumping

Adjust your management decision making based on real time presence management and agent status control

Share data between business teams to close the gaps between organisational departments

The Liberty Advantage

Exceed your CX ambitions

Once you deploy Liberty Converse, opportunities through conversational messaging and automated self-services in Liberty Connect, and intelligent automation in Liberty Create and Liberty RPA.

You can transform your omnichannel engagement and digital process infrastructure with minimal risk by automating processes quickly and easily to further reduce the friction between your processes and customer expectations.
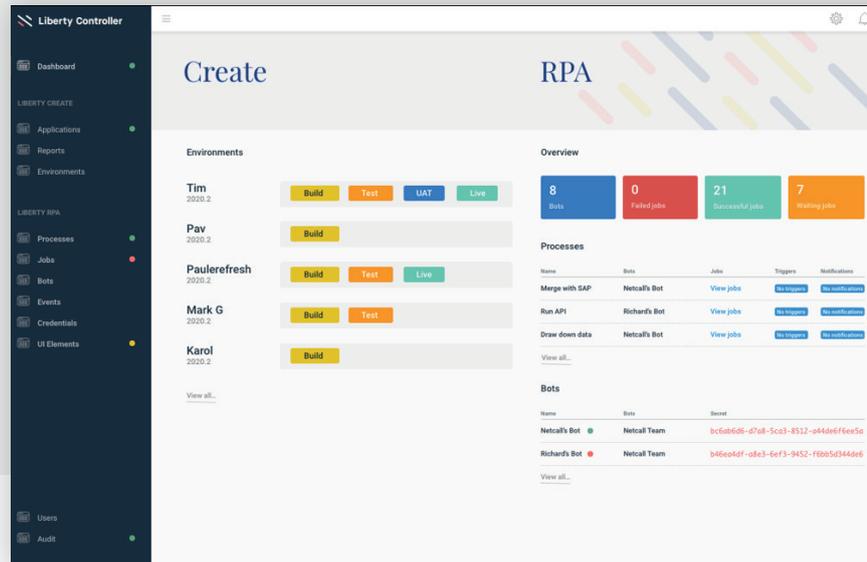
Talk to us.

Contact us today for a demo visit
netcall.com

Or call us on **0330 333 6100** and say "Transforming Engagement"

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