

GRYPHON SALESFORCE APP

SALESFORCE.COM CALL INTEGRATION

Gryphon provides a specialized app through the Salesforce.com AppExchange that lets agents legally call contacts right from their Leads, Contacts, Accounts, or Custom Objects, avoiding the need to process calls within multiple platforms. Integrated with Gryphon's Cloud and advanced telephony architecture, the Salesforce app displays icon signals alerting agents of Do-Not-Contact restrictions or business rules conveniently alongside the number or email address to be contacted.

THE ONLY INDEMNIFIED DO-NOT-CONTACT SOLUTION

Gryphon is the leading provider of real-time Do-Not-Contact governance solutions. With the Salesforce app, you can focus on marketing campaigns while Gryphon keeps you compliant with federal and state consumer privacy regulations. No other solution provides this level of protection, even indemnifying you in the event of a DNC fine or investigation.

FEATURES

▶ ICON ALERTS AND CLICK-TO-DIAL

The app uses a unique icon alert display — with a green check indicating a lead is OK to contact — as a simple visual for agents to determine which leads can be pursued without violating Do-Not-Call or email marketing regulations. Agents simply select the Click-To-Dial icon to make a call through the Gryphon system.

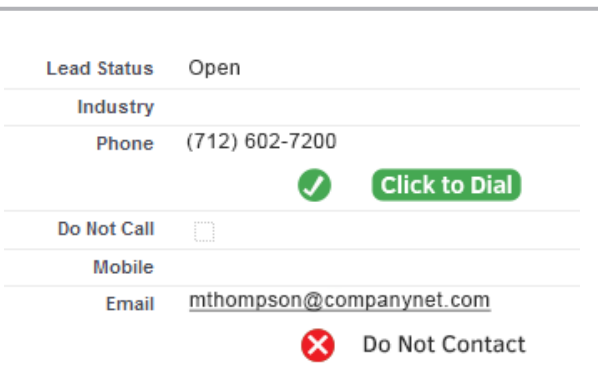
▶ CALL RESULT KEYPAD TAGS

At the conclusion of a call agents can designate any number of call result dispositions right from their phone keypad. #1 could represent “appointment set” or #2 could be “follow up in 90 days”. Keypad tags automatically record outcomes into Salesforce so agents can save time from having to do this manually.

- #1 Appointment Set
- #2 Follow Up - 90 Days
- #3 Do Not Call
- #4 Demo Request
- #5 Free Trial Request

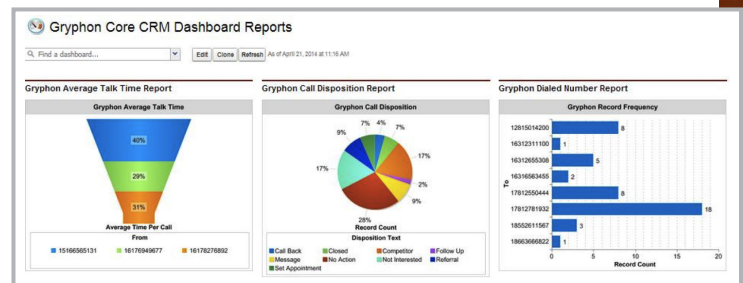
▶ ROBUST SALESFORCE REPORTING

Similar to other lead reports, Gryphon populates call data and result dispositions into Salesforce to be viewed in reports or dashboards. Total calls made, number of connects, talk time, and appointments set are all examples of accurate data you can analyze with the Gryphon Salesforce app.



▶ MULTI-CHANNEL SUPPORT

The app delivers all this and more for phone, email, postal mail and text message marketing. No other app lets you manage all your sales activity, as well as contact compliance status and contact preference data, in one place for every channel and campaign.



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▶ FAST CERTIFICATION FOR LARGE BATCHES

The Gryphon Salesforce app delivers batch certifications of phone, email, and post mail information faster than ever before, certifying thousands of records in minutes. You also get the same features for batch jobs as other certifications, including Click-to-Dial call activity reporting, custom campaign rule sets, and detailed certification status information.

▶ SUPPORT FOR SALESFORCE CUSTOM OBJECTS

The Gryphon Salesforce app is the only app of its kind to enable Salesforce Custom Objects. Users can customize the app with Click-to-Dial, Call Activity, and Batch Certification to streamline sales processes and deliver robust, automatic reports to managers. Core CRM is the only app of its kind to enable Salesforce Custom Objects.



Gryphon Salesforce App

With the Gryphon Cloud installed, simply go to the Salesforce AppExchange to download the CORE CRM App for compliant click-to-dial.

Gryphon Cloud

All call lists are automatically analyzed and updated in real-time—maximizing opportunity and minimizing risk.

End Result

An easy-to-read icon helps you ensure your leads comply with all regulations and customizable business rules.

▶ CUSTOMIZABLE CAMPAIGNS AND LEAD LISTS

The Gryphon Salesforce app makes it easier for sales teams to call only compliant leads and better target their messaging. Users can customize contact rules by campaign and manage opt ins and opt outs by campaign, product line, and lead. In addition, users can create new list views directly from a lead page and have greater flexibility in customizing lead lists. The Gryphon app makes it easier for sales teams to call only compliant leads and better target their messaging.

ABOUT GRYPHON

Companies with dispersed sales teams depend on Gryphon Networks to optimize sales performance and eliminate regulatory risk. Gryphon's cloud-based technology automatically collects and analyzes call data from any device to transform sales activity into actionable sales intelligence. Established in 1998 and headquartered in Boston, Massachusetts, Gryphon counts the world's top brokerage firms and financial services experts among a host of satisfied clients.



Call Gryphon today to learn how you can eliminate risk while getting the most from your Salesforce investment:

▶ 1 866.366.6822. Or visit us at www.gryphonnetworks.com.