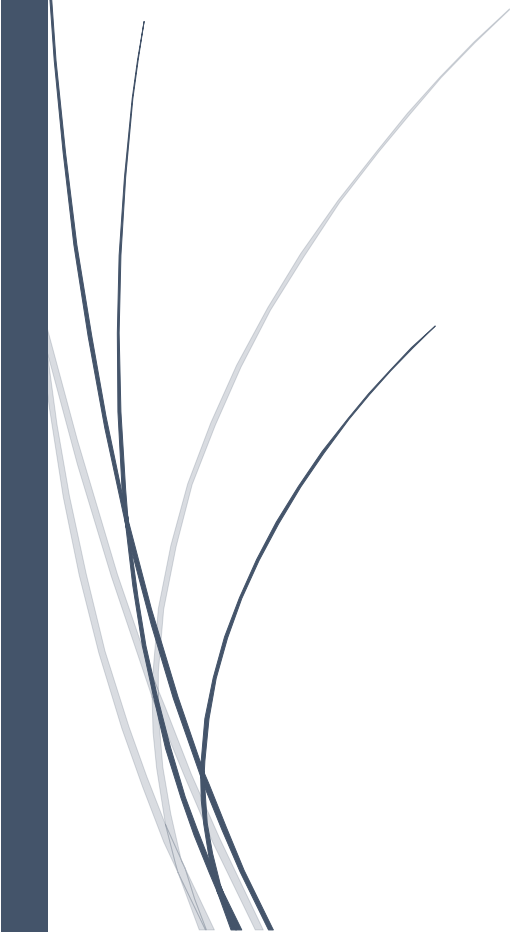




Salesforce SmartConnect for Cisco Contact Center



Maaz Technologies Pvt Ltd

Interactive High-Performance Salesforce SmartConnect for Cisco Contact Centre | CTI, Omni-Channel, AI NLP chat

Salesforce SmartConnect for Cisco Contact Centre v1.7.0 is a solution that seamlessly connects Salesforce CRM with Cisco Contact Centre in the most incredible way possible. It unifies agents' experience into a single user interface making customer interactions efficient and thus, resulting in higher revenues.

Key Attributes

- ✓ Maaz SmartConnect solution has an instinctual interface where agents can handle voice, case, email and all omni-channel interactions seamlessly within Salesforce, eliminating the need of using multiple applications and thereby increasing teams' efficiency.
- ✓ Helps in improving customer experience as it immediately recognizes inbound/outbound callers, reduces average handle time (AHT), streamlines case management and also optimizes caller routing so that each customer is put in touch with the right agent every single time.
- ✓ Increases productivity by intelligently switching between omni-channels and cisco connector. Few other features that are worth mentioning are: AI NLP Omnichannel Chat, converses in 40+ languages, Advanced Reporting and Analytics, automatic call logging, dynamic customer search, OneClick to call instantly, call transfer support and custom cases support.

Description

Maaz SmartConnect is powerful connector which streamlines contact handling by unifying all contact channels for the agents. This in turn makes the entire process incredibly efficient as the agent spends less time in switching between applications and can focus more on providing resolution to customers.

Maaz Technologies works thoroughly with Salesforce to integrate unique capabilities enabling companies to increase productivity, enhance customer experience and make better decisions to grow companies to new heights and achieve unthinkable.

Key Benefits:

- Replace screen switching with instinctual interface
- Make call handling process efficient by identifying callers, displaying their information in automatic screen pops and route them to right agents
- Matching callers instantly with existing records and searching them when required dynamically
- OneClick solution for agents to call a phone number by a single click once connected to CRM either from CRM and search console
- Smooth call transfers and conference call is also available with other agents and supervisors.
- AI NLP Omni-channel chat solution includes: Webchat, email, SMS, Facebook, Twitter, mobile and WhatsApp
- Advance Analytics and Reporting

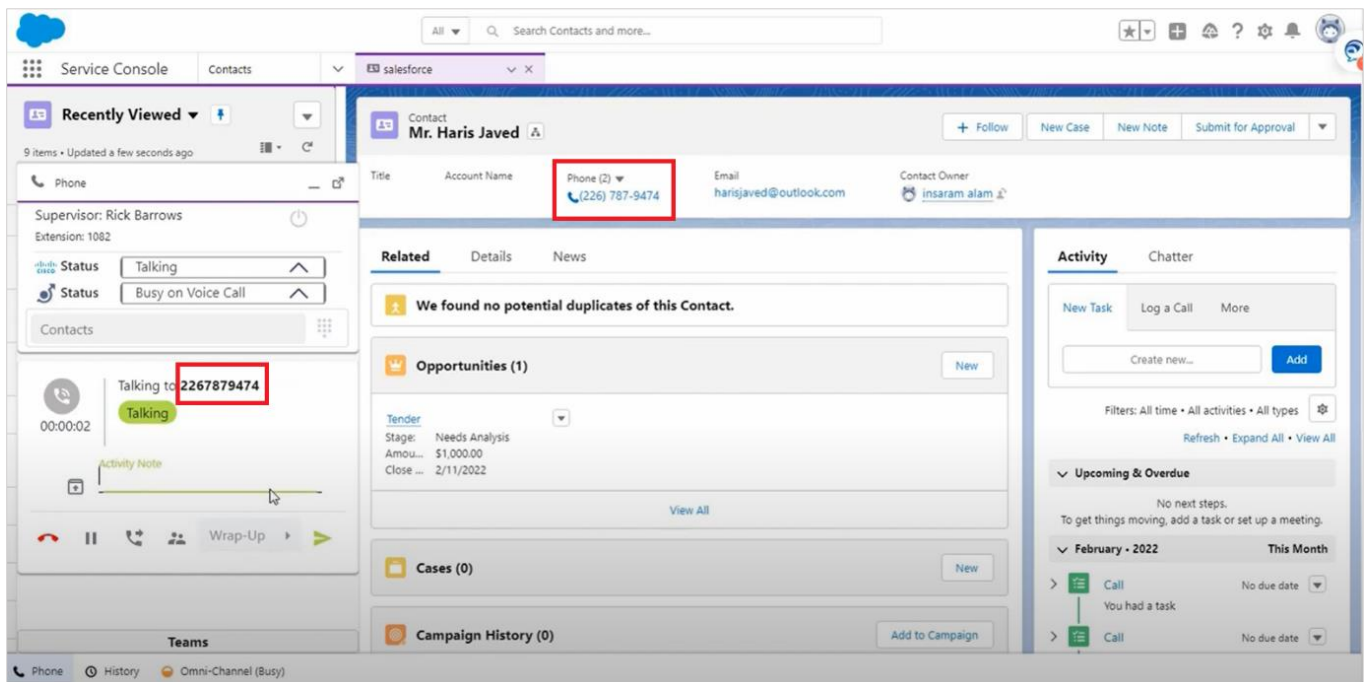
Feature Sets

- Automatic Call Logging
- Click To Dial
- Complete Telephony Functions
- Agent State Control
- Call Wrap-up Reasons
- Call Transfer/Conference
- Team Visibility
- Supervisor Controls
- Omnichannel Integration

Automatic Call Logging

The incoming user is Automatically identified and is highlighted to the agent with all the previous details of Customer.

Incoming Customer Identification



When a new customer comes into CRM, it is also identified to the agent as a new prospect and is automatically logged into CRM as a new potential business lead.

New Potential Customer

The screenshot shows the Salesforce Service Console interface. On the left sidebar, under 'Recently Viewed', there is a section for 'Phone' with a status of 'Reserved'. Below it, an 'Incoming call from 384934134' is highlighted with a red box. The main window displays the 'New Contact' form. In the 'Contact Information' section, the 'Phone' field is highlighted with a red box and contains the number '384934134'. Other fields include 'Contact Owner' (insaram alam), 'Salutation' (--None--), 'First Name', 'Last Name', 'Account Name', 'Mobile', 'Home Phone', 'Other Phone', 'Department', and 'Fax'. The bottom of the sidebar shows 'Teams' with 'Phone', 'History', and 'Omni-Channel (Busy)' options.

Click to Dial

Agents can search and click to dial any user directly from CRM and they can also dial and search any customer directly from Maaz SmartConnect console.

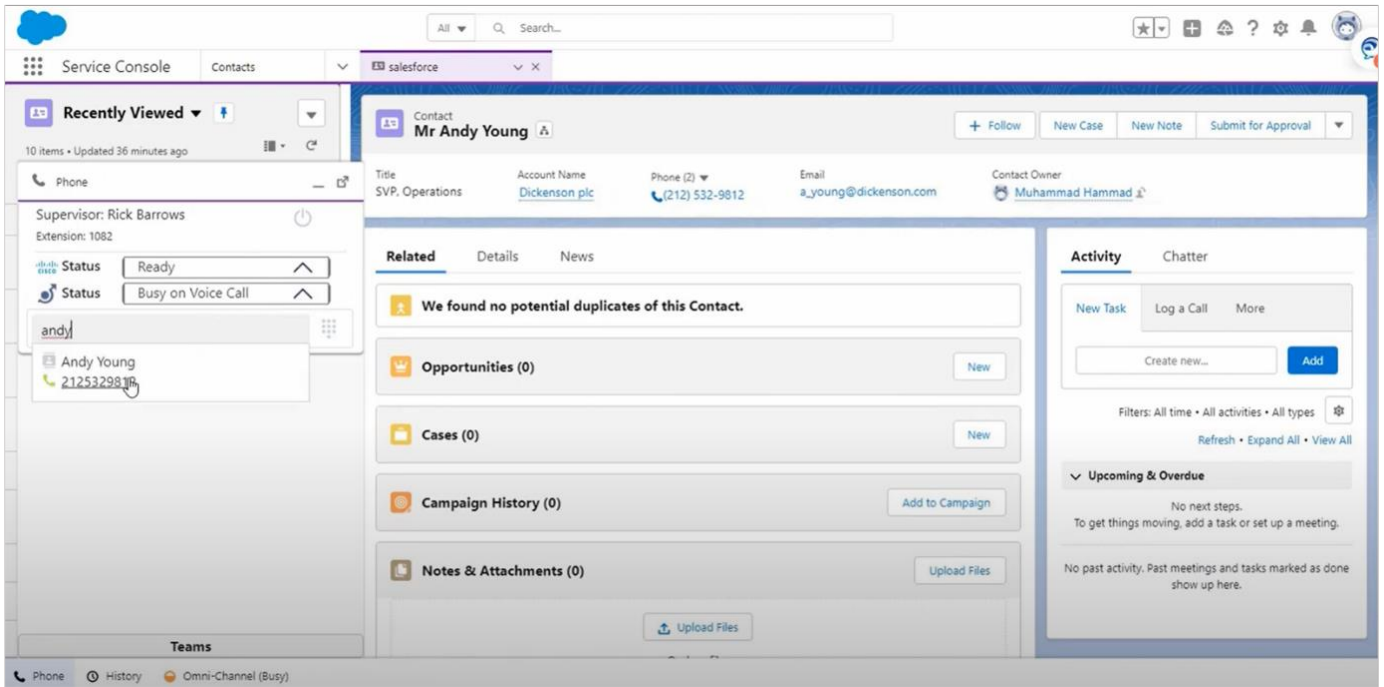
A single click on a phone number in CRM is all that is needed by agent to place a call.

Click to Dial From CRM

The screenshot shows the Salesforce Service Console interface with a list of contacts. The 'Phone' field in the first row is highlighted with a red box. The table has columns for 'First Name', 'Account Site', 'Phone', 'Email', and 'Contact Owner Alias'. The sidebar on the left shows 'Recently Viewed' with a status of 'Not Ready' and an 'Incoming call from 384934134' highlighted with a red box. The bottom of the sidebar shows 'Teams' with 'Phone', 'History', and 'Omni-Channel (Busy)' options.

First Name	Account Site	Phone	Email	Contact Owner Alias
son plc		(212) 532-9812	a_young@dickenson.com	MHamm
		384934134		ialam
		(226) 787-9474	harisjaved@outlook.com	ialam
		1082	rickbarrows@dcloud.cisco.com	ialam
		1080	sandrajefferson@dcloud.cisco.com	ialam
			hammad@gmail.com	ialam
			hammad_205@hotmail.com	ialam
			hammad_205@hotmail.com	ialam
			hammad_205@hotmail.com	ialam
			test@sf.com	ialam

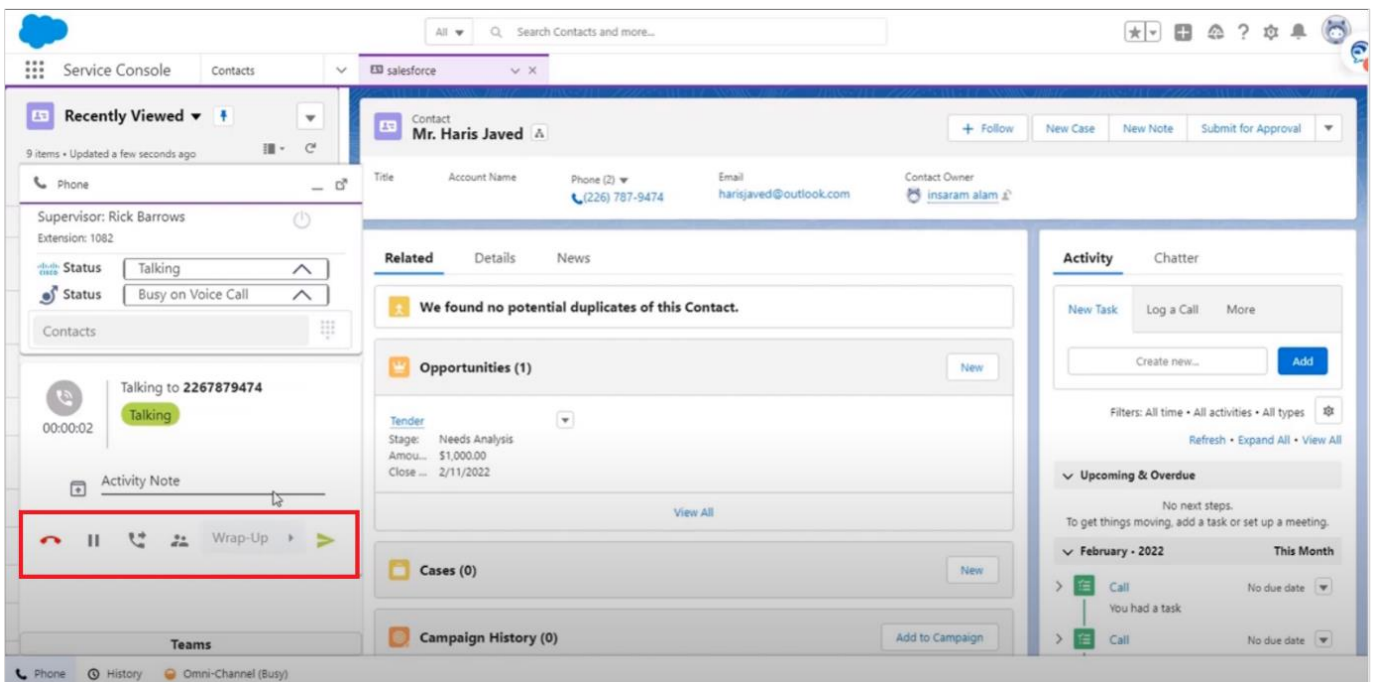
Click to Dial from Console



Complete Telephony Functions

Complete suite of telephony functions in the Maaz SmartConnect console, including call dialing, Music on hold, Direct Call Transfer, consult Transfer, Call Conference, Team agent and supervisor status, direct dial-out to team agents and supervisor.

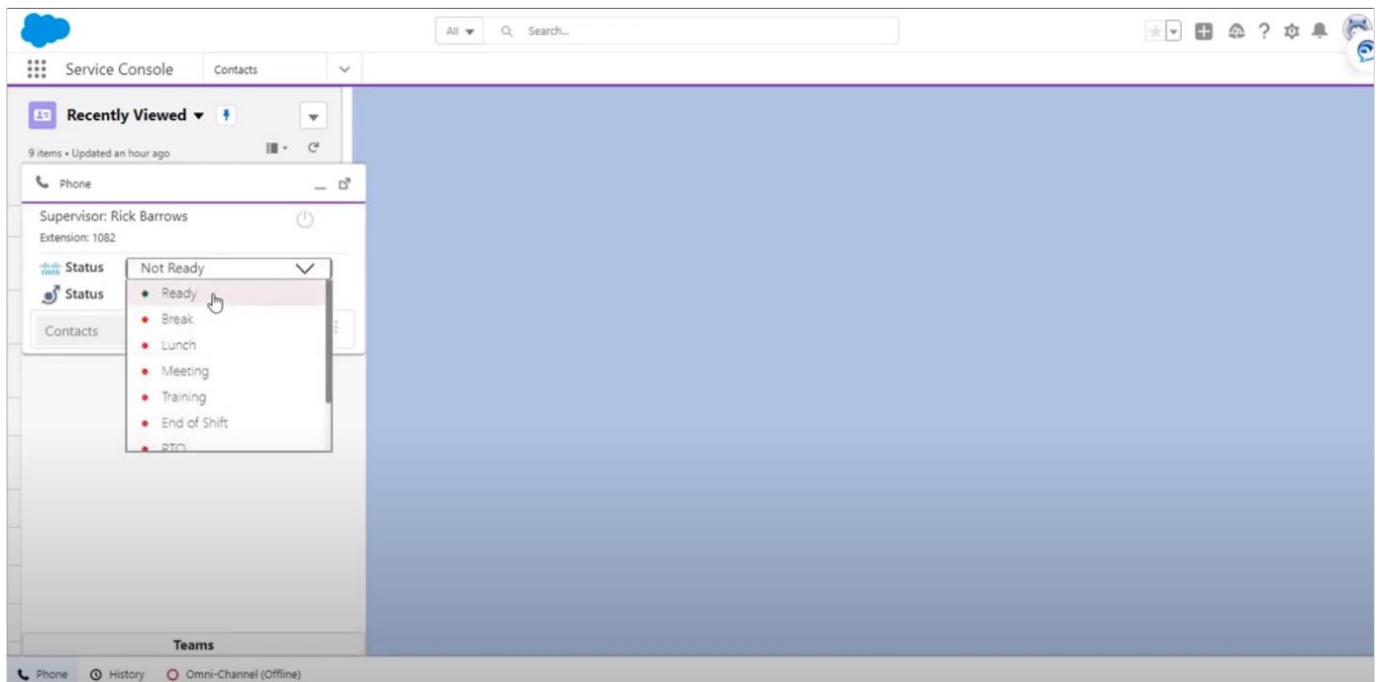
Telephony Function



Agent State Control

Agents can change their state to ready, not ready or any other state directly from Maaz SmartConnect console.

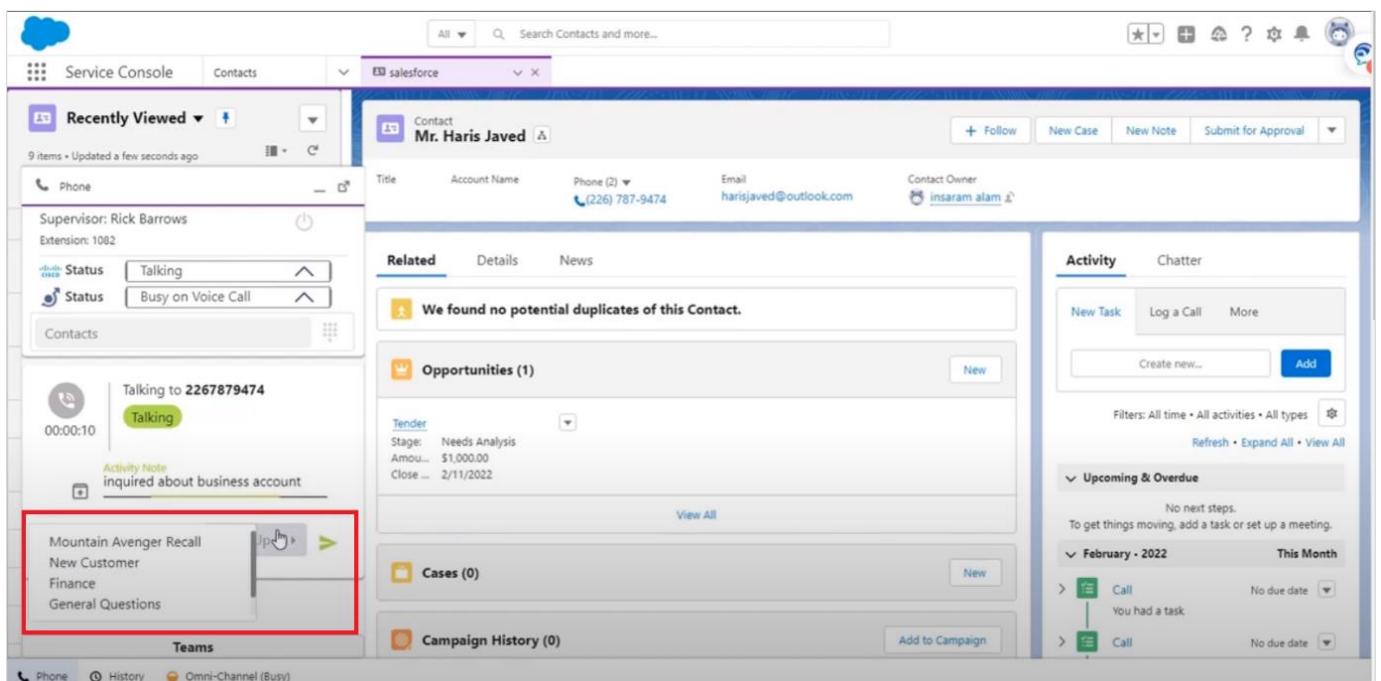
Agent's States



Call Wrap-up Reasons

Once the call gets ended, agents can select the single or multiple wrap-up reasons for actions against the call.

Wrap up Reasons



Call Transfer/Conference

Agents can transfer an incoming customer call to any other agent, supervisor or any other contact. Both consult transfer and direct transfer methods are supported. Agents can also do call conference with incoming customer with other agents, supervisors and any other contact.

Conference Call

The screenshot displays the Salesforce Service Console interface. On the left, the 'Recently Viewed' list shows a call with 'Party 1 384934134' and 'Party 2 1081' in a 'Conference' state. The main pane shows the contact details for 'Mr. Zohaib Shabbir'. The right pane shows the 'Activity' tab with a 'Log a Call' button and a list of upcoming tasks.

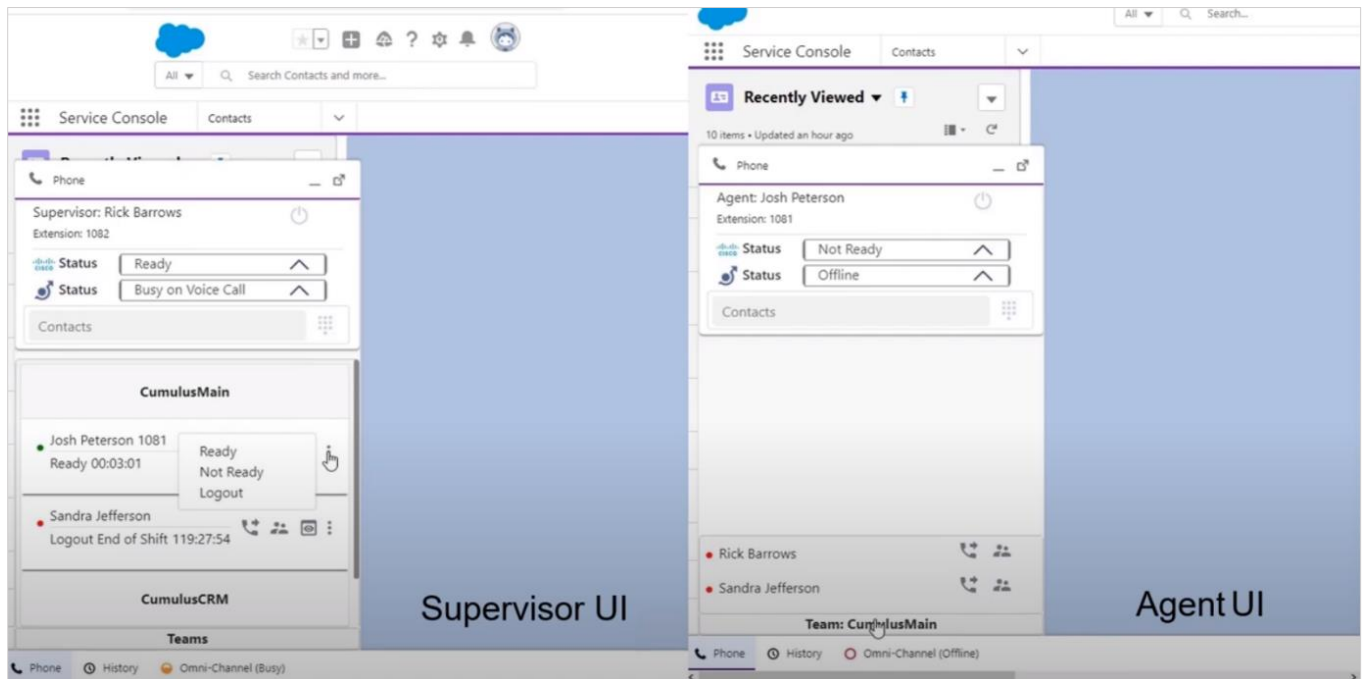
Call Transfer

The screenshot displays the Salesforce Service Console interface. On the left, the 'Recently Viewed' list shows a call with 'Josh Peterson 1081' and 'Sandra Jefferson 1080' in a 'Transfer' state. The main pane shows the contact details for 'Mr. Zohaib Shabbir'. The right pane shows the 'Activity' tab with a 'Log a Call' button and a list of upcoming tasks.

Team Visibility

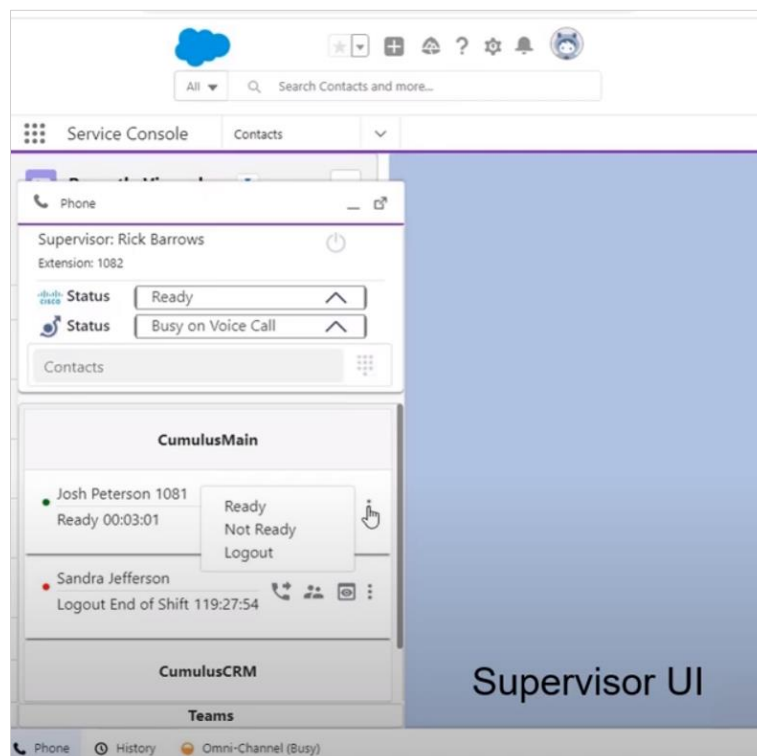
Agents can directly see the availability of other agents or supervisors so that they can hook them for any help and support.

Visibility and Control



Supervisor Controls

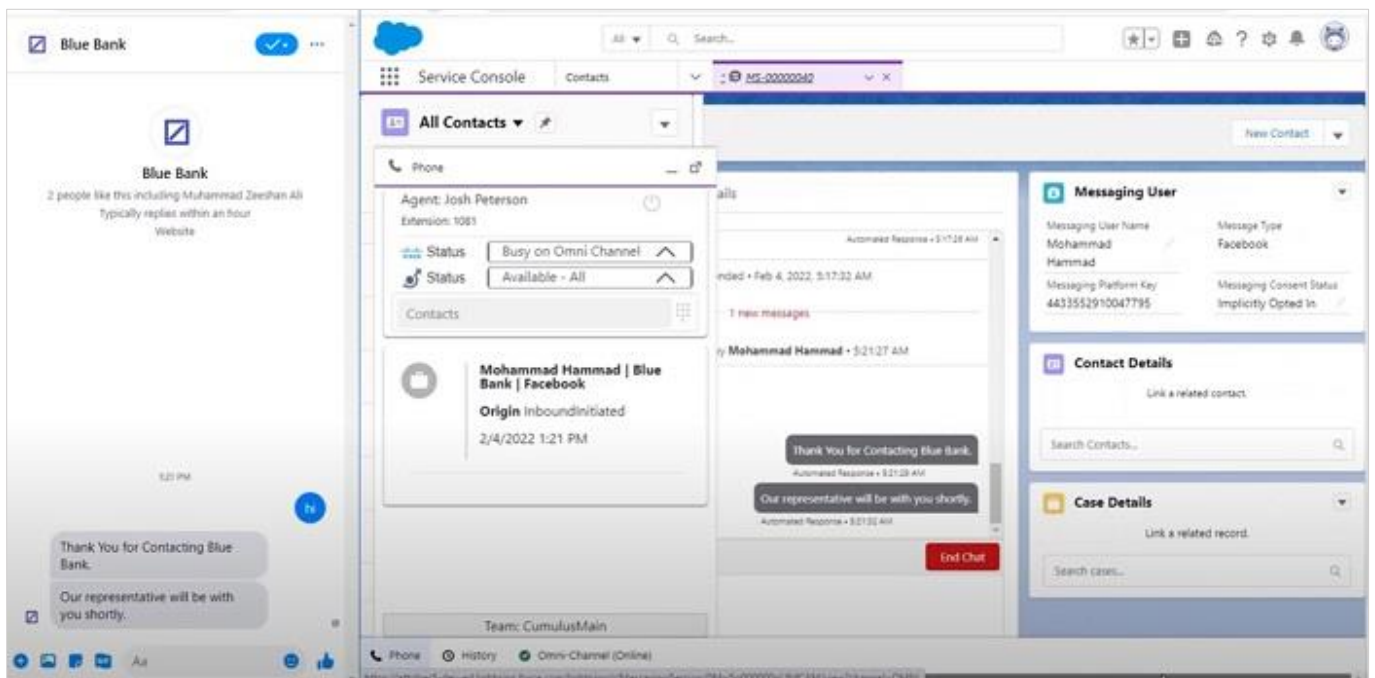
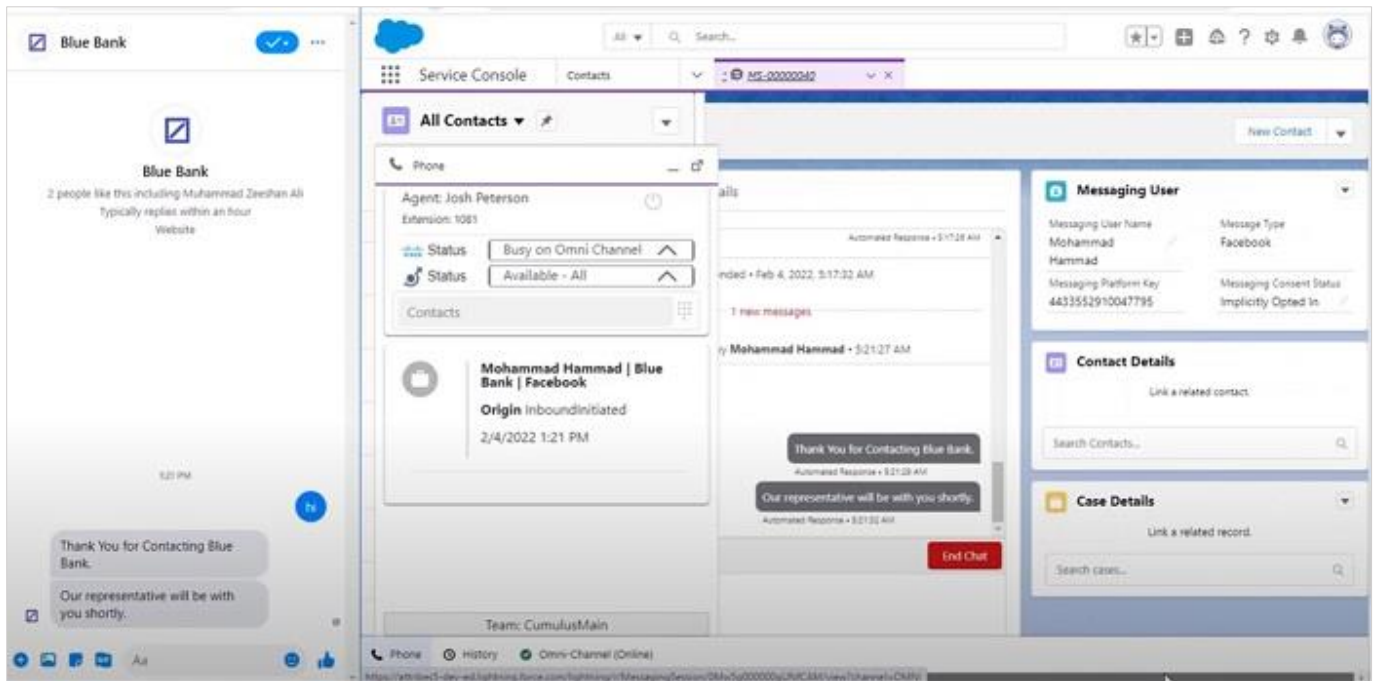
Maaz SmartConnect intelligently identifies between agent and supervisor, and when supervisor logs into the console, it details additional team control features like changing the states of agents, silent monitoring, barge etc.



Omni Channel Capabilities

Maaz Technologies Smart Connect works with Native Omnichannel of Salesforce along-with CTI capabilities of Cisco. It dynamically swaps between Cisco CTI and Salesforce Omnichannel once a chat or call request is received in either of these. If the chat is received from Salesforce, the agent is automatically changed to “busy” status in Cisco, or vice versa. The agents can also select from which one to receive requests either calls through CTI or chats through Salesforce Omnichannel.

Salesforce Omnichannel



Intelligent chat routing: recognizes customer identification from on chat arrival and correlates previous chat events for same customer in CRM for reporting.

Omni-channel Availability: Deployment-ready for channels like WhatsApp, Facebook, Email, twitter, SMS, Web, Mobile etc.,

Multi-lingual: Understands and converses with users in 40+ languages globally.

NLP chatbots: Human-like Natural Conversations: understands the context of the chat to have human like interactions with the customer.

Visualization and Analytics

SmartConnect gives 360-degree insights into customer interactions with chatbot, and agents through visualizations. Administrators and Supervisors can view the metrics and analytics. These analytics are extremely valuable for companies in driving sales revenue, and to better understand the customers feedback about the company's products and features.

