



# The Combined Power of Vonage Contact Center and Salesforce

Revolutionizing the Way Companies Engage with Their Customers, Across Service and Sales

By investing in Salesforce® you demonstrate a clear interest in your customers and their success. Vonage Contact Center (formerly NewVoiceMedia) will take that investment to the next level by integrating your communications platform with your customer data in Salesforce® to provide personalized, exceptional service and a superior sales experience.

## Salesforce, the Customer Success Platform

Salesforce® is the world's leading cloud-based CRM. Many companies are switching to Salesforce® to help them achieve their growth aspirations, raise service levels and become more agile in the digital and cloud age.

With its own community of partners and technology providers on the AppExchange®, Salesforce® offers its customers a complete 'Customer Success Platform'. Organizations can 'plug-and-play' a massive range of technology to help them revolutionize their operations—from sales and service to finance and marketing, and everything in between.

## Vonage Contact Center

Vonage Contact Center is a powerful Salesforce® application, integrating seamlessly and natively right down to the custom objects in your individual instance. Available from the AppExchange® today, it's revolutionizing the way businesses engage their customers.

## Vonage Contact Center Comes in Two Distinct Packages

**Service** - Help you serve existing customers better by offering personalized service.

**Sales** - Help you find new customers more efficiently and improve your sales operation.

This quick guide illustrates how the combined power of Vonage Contact Center and Salesforce® is enabling organizations to deliver exceptional service and win more business. Our combined customers are outpacing the market in their growth stats by as much as eight times the industry average.





service cloud

# Vonage Contact Center for Service

The first global, true-cloud contact center solution that delivers a personalized service to every inquiry, providing more satisfaction, better engagement and a faster resolution for your customers.

Integrating your communications platform with your Salesforce® data provides significant benefits across your service department. Syncing customer data and communications makes it easy to offer personalized and differentiated service. It reduces customer effort and improves their experience, driving customer loyalty and dramatically improving NPS and CSAT scores.

## Dynamic IVR / Intelligent Routing



### Priority routing

Look after your key customers with automated priority routing.



### Dynamic routing

Use customer data within Salesforce to intelligently route interactions based on any data changes on the record in Salesforce and automatically send to the most appropriate agent.



### Improved self-service

Give power back to your customers by giving them easy self-service options in the IVR meaning they don't have to speak to an agent if they don't want or need to.

## Screen-Pop Customer Records



### Empowered agents

Give your agents advanced warning of the context for the call as it arrives and deliver personalized greetings for your customers.



### Reduced customer effort

Giving your agents advanced warning of the nature of the call means they can help customers faster and removes the need to constantly ask for your customers' reference number.



### Improved first contact resolution

Intelligently routing and screen popping records helps agents resolve more calls first time, as not only do your customers get to the right agent first time, but that agent knows why they are calling, saving seconds off of every call.

## Simplify the Challenge of Omnichannel



### **Universal queue**

Bring all your inbound channels together into a single queue and apportion to your agents simply. This helps prioritize key channels and contacts as well as making reporting simpler.



### **Dynamic and skills-based routing**

Regardless of the channel, understand the context to direct it to the best possible agent.



### **Real-time service level analytics**

Using Vonage Contact Center and Salesforce®, you can view real-time service levels across channels and ensure all SLAs are met.

## Implement Gamification to Boost Performance



### **Emulate best practice**

Combining the data inside Salesforce® and Vonage Contact Center, identify key behaviors and activities that drive improvements in service levels, and replicate them across the department.



### **Boost productivity**

Rewarding and replicating best practices and continually refining your processes is proven to significantly boost productivity and performance.



### **Drive Salesforce adoption**

Gamification will drive Salesforce adoption as you incentivise and reward using the CRM correctly.

## Improved Management Information



### Improved reporting and decision making

Custom built and ready-made reports and dashboards give you access in real-time to vital management information that makes key decision making much easier and provides comprehensive reporting.



### Complete visibility

Automatic logging of activity in Salesforce® means you now have a real-time complete view of what is happening in your service center regardless of geography.

## Enhanced Mobile Service and Reporting



### Real-time visibility of mobile agents

With mobile agents incorporated into the Salesforce® and Vonage Contact Center platform, you now have complete visibility of their activity, whether out in the field or at their desk.



### Remote management

You can manage remote agents easily as they all appear as though in the same room on your Salesforce® and Vonage Contact Center application.



### Cost saving

Mobile data usage is only needed for the initial click-to-dial, the call is made from Vonage Contact Center. None of the agent's mobile internet or call allowances are used.



### Simple business continuity and disaster recovery

Delivering calls to mobiles in the instance of an emergency can be done rapidly (about the time it takes to write down the number), so if something terrible should happen, you can be up and running again in next to no time.



FOR FURTHER INFORMATION ON

# Vonage Contact Center for Service



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sales cloud

# Vonage Contact Center for Sales

Increase the efficiency of your inside sales teams giving them more time, better leads, and a faster close so your reps can focus on what they do best: selling.

Vonage Contact Center for Sales sits natively inside your Sales Cloud® org and becomes the single view of the truth your sales teams need to do their job more effectively. Customer and prospect data is immediately viewable, alongside a history of interactions and activities, call recordings and other valuable notes ensuring your calls are on-point.

## Give Your Sales Teams More Time



### **Automatic / preview dialer**

Whether static or dynamic lists, prioritize key prospects and ensure your agents are focusing their time effectively.



### **Click-to-dial**

Saves on average around 20 seconds per call, per agent, eradicating mistakes from dialing wrong numbers.



### **Flexible outbound caller ID**

Improve pick up rates by as much as 40% by displaying a local number to your prospects when you call.



### **Voicemail drop**

Drop a personalized voicemail at the click of a button and quickly move to the next call.



### **Automatic call recording for simple coaching and compliance**

Recordings are automatically logged against the activity in Salesforce® and are available immediately. They can be simply listened to and annotated to make coaching simple.



### **Single customer view**

Using Vonage Contact Center inside Salesforce® means all your customer data is readily available on the record, including activity history and previous interactions.



### **Automatic call logging**

All activity is automatically logged in Salesforce® saving valuable time, whilst significantly improving reporting.



### **Salesforce® as a single User Interface (UI)**

Vonage Contact Center is native inside Salesforce® so your teams never have to leave the application. It drives adoption and dramatically reduces time wasted by using multiple applications.

## Better Lead Conversion



### **Prioritize hottest leads**

With dynamic lists you can ensure your sales teams are always working on the most sales ready leads.



### **Prioritize by what matters**

Recognize what a hot lead looks like and focus on them through Vonage Contact Center and Salesforce® working together. Our dialer automatically refreshes and ensures your hottest leads are always called first.



### **Click to call back function**

Make it easy for your customers to contact you by placing a button on the website that automatically requests a call back. Never miss a lead.

## Gamify Sales to Boost Performance



### **Emulate best practice**

Combining the data inside Salesforce® and Vonage Contact Center enables you to identify key behaviors and the activities that drive results. Gamification helps you replicate them across your entire sales team.



### **Boost productivity**

Rewarding and replicating best practices and continually refining your processes is proven to significantly boost productivity and performance.

## Improved Management Information



### **Real-time dashboards and historical reporting**

Total insight into your sales organization giving you better information for decision-making to improve conversion rates.



### **Individual, team and global performance stats**

All viewable inside your Salesforce® reporting and Vonage Contact Center dashboards. As Vonage Contact Center has true-cloud infrastructure, you can view your global performance easily.



### **Massive time savings**

No more spreadsheets and calculators as easy real-time reporting and excellent management information leads to better business decisions and far more targeted training programs to boost productivity more quickly.





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## About Vonage

Vonage is redefining business communications once again. We're making communications more flexible, intelligent, and personal, to help enterprises the world over, stay ahead. We provide unified communications, contact centers, and programmable communications APIs, built on the world's most flexible cloud communications platform. True to our roots as a technology disruptor, our flexible approach helps us to better serve the growing collaboration, communications, and customer experience needs of companies, across all communications channels.

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