



CRM CONNECTOR

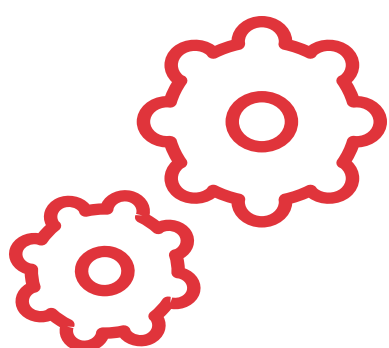
Integrate your Avaya Call Center Software
with your CRM



Overview

Topaz CRM Connector extends Salesforce, Freshdesk, Jira and Microsoft Dynamics 365 by embedding the telephony capabilities of Avaya Contact Center platform directly into the CRM. This provides agents with a unified interface for smooth user experience and increased productivity.

Topaz provides a seamless, 'out-of-the-box' solution that adds the sophisticated contact center capabilities of the world's most popular call center solution from Avaya, directly into your CRM. This eradicates the need for reliance on expensive professional services that are typically associated with integrations translating to a quick and cost-effective contact center deployment.



Integrate with one click

In just a few simple steps, you can connect your phone service with your CRM or Helpdesk. Experience the full potential of your services.



Centralize your information

By integrating your Contact Center with other CRM tools, you will be able to collect all your data in one place.



Greater efficiency

Call center agents will be faster at completing tasks now that they can take calls and enter information on the computer at the same time.

Take Your Cloud Contact Center to New Heights

Drive sales and provide world-class customer service with the combined power of Avaya Cloud Contact Center and Topaz CRM Connector. Leverage your investments in CRM integration to personalize the customer experience and provide a 360-degree view of the customer journey. The integrated cloud contact center solution enables organizations to drive external and internal customer satisfaction while providing agents exactly what they need to be productive - all without leaving the CRM interface.

Why choose Topaz?

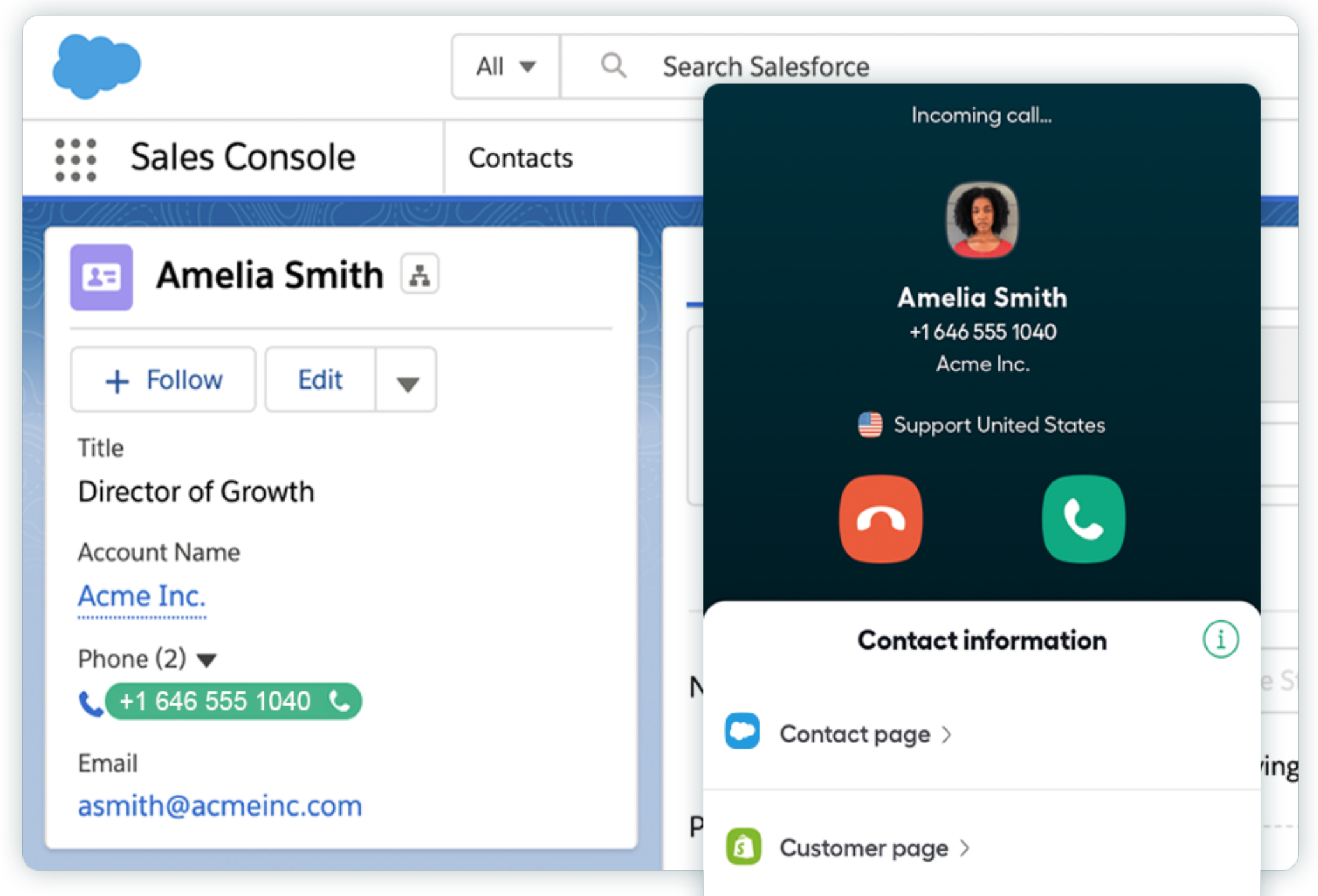
- Improve efficiency with outbound calls as agents can search for a contact and place the call from within the CRM.
- Reduced Average Handling Time (AHT) and improved First Contact Resolution (FCR).
- Single interface for customer information and all actions for faster resolution.
- Integrates with existing application, minimal agent training time.

How does it work?

Salesforce, Freshdesk, Jira, and Dynamics 365 are the industry-leading web-based CRM's that allows users to access their accounts through a standard web browser. Topaz CRM Connector allows interacting with your CRM via a standards-based Open CTI interface.

With the CRM Connector running, it enables a softphone interface within your CRM for the agent to interact fully with the Avaya Contact Center.

The caller is identified using their phone number. When a call arrives at the agent's extension, CRM Connector searches for a match on the CTI and screens pops the customer record within your CRM. If no match is found, a new record (such as a new Lead) can be created with the phone number field populated.



Features Enabling Your **Personalized CX**

- **Cloud or On-Premise installation** - Choose between cloud or on-premise installation.
- **Complete call history** - Get complete conversation history to handle and resolve calls faster.
- **Click-To-Dial** - Enables calls to be made by simply clicking on any telephone number displayed within the CRM.
- **Call transfers with context** - Allows calls to be passed with relevant customer information and notes to other agents.
- **Consolidated reporting** - Automatically keeps a log of all calls received & dialed, including notes within the CRM.
- **Agent-Set callback** - Agents can schedule and handle automated customer callbacks effortlessly from a single interface.
- **Omnichannel integration** - A single agent interface for voice & digital channels.
- **Agent & Team performance reports** - Advanced agent & team performance reports improving team productivity.

AVAYA



READY TO **GROW, ADAPT** AND
LEAD WITH TECHNOLOGY

ABOUT TOPAZ

Topaz FZE was established in 2007 built around UC, CC Outsourcing & CRM solution's portfolio. Offering the best technology solutions to our customers & deploying these solutions with a technically qualified service team is core to our operational success.

