



# Gplus Adapter for Microsoft CRM



## Contact Center Software

The Genesys *Gplus* Adapter for Microsoft CRM enables contact centers to manage customer interactions and provide superior customer service.

### Highlights

#### Lower total cost of ownership

- > Reduces integration costs
- > Speeds deployment
- > Leverages existing telephony and IT infrastructure investments

#### Increase productivity

- > Unifies desktop for all media
- > Optimizes staffing through blending of voice and Microsoft e-mail, inbound and outbound interactions

#### Improve customer satisfaction

- > Delivers consistent customer service
- > Ensures that customers never have to repeat information, customer data is provided with the call throughout the life of the call

### Overview

The Genesys *Gplus* Adapter for Microsoft CRM is a pre-packaged solution that provides a seamless integration between Microsoft CRM and Genesys applications. The *Gplus* Adapter for Microsoft CRM provides businesses with a lower total cost of ownership while increasing agent productivity and improving customer satisfaction.

Features	> Benefits
Multiple platform support	> Supports TDM, IP and 'hybrid' network environments and all major PBX vendors
Inbound and preview dial capabilities	> Maximizes personnel resources by configuring agents to manage both inbound and outbound voice interactions
Software-only solution	> Reduces costs through an open, scalable software solution that leverages existing IT infrastructure
Single desktop and data repository	> Increases agent productivity by allowing agents to view customer history across all interaction channels
Seamless integration of customer data (screen pop)	> Improves customer satisfaction by automatically delivering customer information to the agent desktop
Pre-integration solution	> Lowers total cost of ownership by reducing integration costs; solution is easier and faster to deploy and manage

## Superior Customer Service - Competitive Advantage

In today's competitive business environment, differentiating your company's products and services from the competition can be challenging. Consumers are demanding more from businesses and superior customer service is emerging as a key factor in customer loyalty and repeat business. As a result, customer service strategies must be adapted to meet the demands of this increasingly sophisticated customer base, one that can easily defect to the competition.

Restricted budgets and limited IT staff make it risky for mid-size enterprises to adopt new technologies. But it's even a greater risk to maintain the status quo: a recent consumer survey reported that 85% of consumers said they would stop using a company's product or service based on a bad call center

experience.\* Conversely, 76% of consumers stated that they would buy from a company again based on a good call center experience.\* No matter what the size of the business, companies need to implement more business-driven customer service strategies. These strategies allow you to automatically identify callers and incorporate customer segmentation to deliver business value for both inbound and outbound communications.

## Merging Genesys with Microsoft CRM

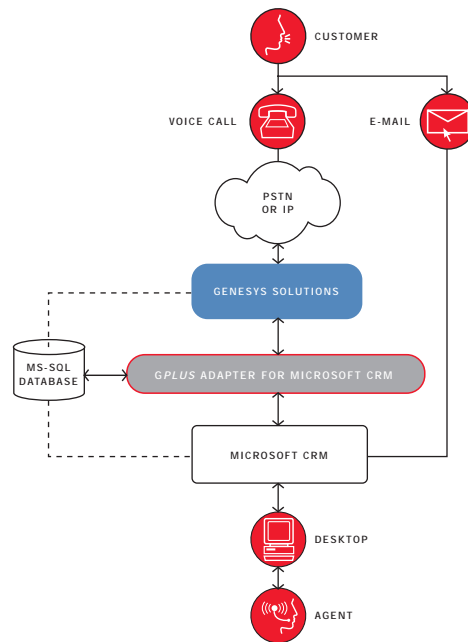
To address these challenges, Genesys Telecommunications Laboratories is building a standardized adapter that integrates Microsoft Customer Relationship Management (CRM) with Genesys' leading interaction management technology for customer service, help desk, and telemarketing groups. Initially, the pre-packaged integration will provide voice capabilities with support for multiple

\*Genesys Global Consumer Survey, May 2003

media types in a subsequent release. Together, Genesys and Microsoft are delivering a powerful combination of industry-leading software solutions that reduces risk for businesses. The integration of Microsoft CRM and Genesys intelligent routing software and customer service solutions provides “out-of-the-box” functionality to accelerate implementation time and reduce the total cost of ownership.

### About Microsoft CRM

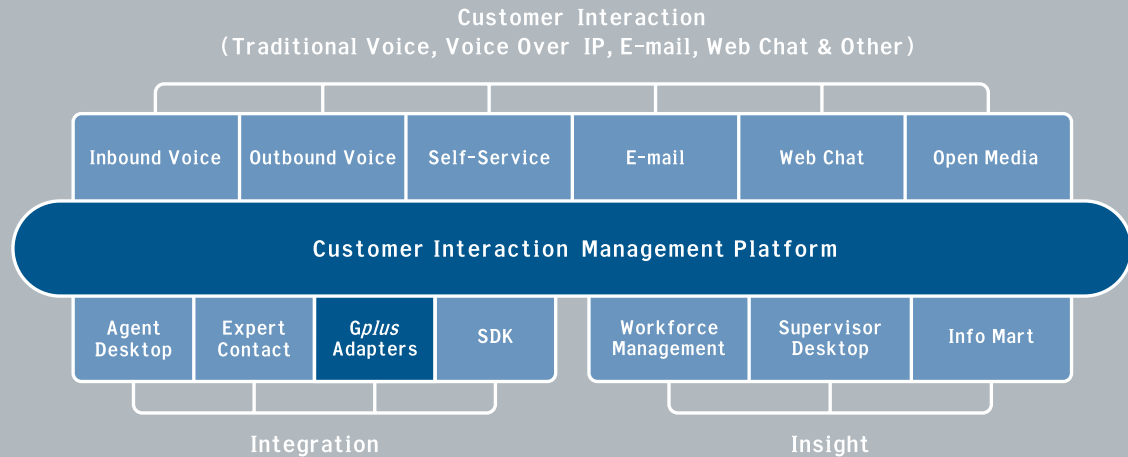
Microsoft Business Solutions CRM helps mid-market businesses build profitable customer relationships. Integrated Sales and Customer Service modules enable employees to share information to improve sales success and deliver consistent, efficient customer service. Sales and customer service features include leads and opportunity management, a complete view of customer history, automated incident management, and a searchable knowledgebase. Microsoft Business Solutions CRM also includes reporting tools for accurate forecasting and measurement of business activity and employee performance. Built using Microsoft .NET-connected technologies, Microsoft Business Solutions CRM is easy to deploy, customize, and use, accessible from Microsoft Outlook® and the Web, integrates with other business applications, and scales as your business grows.



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## Genesys Real-Time Customer Interaction Suite

The broadest suite of products—with powerful voice self-service, assisted-service for every communication channel, flexible integration options and management insight systems—all linked on the most open platform to deliver exceptional contact center and customer service capabilities.



### Technical Requirements

**Prerequisite**  
MSCRM 1.2

**Supported Platform**

Server:  
Win 2000 server with the latest service pack

Win 2003 server with the latest service pack

Clients:  
Win2k/XP Pro with the latest SP,  
IE 6.0 SPI



**Building on the Genesys Advantage**

Genesys is forging alliances with industry leaders such as Microsoft to link the power of Genesys' contact center solutions with leading e-business applications, e-commerce platforms, and traditional customer relationship management (CRM) software.

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