iPECS
Your Communications Solution

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CRM integration for telecommunications

The CRM market has grown considerably since 2008 when only 12% of businesses adopted the use of a CRM platform. Fast forward 10 years and the latest stats show that 91% of businesses with over 11 employees now use CRM systems - with 87% being Cloud based. The use of CRM systems continues to grow with the latest forecast from Gartner anticipating that the Customer Relationship Management (CRM) market is worth a total of $37 billion.

Due to the increased popularity of CRM systems in businesses, it is becoming vital for other services to integrate with your CRM system including CMS (Content Management Systems), email marketing software such as Mailchimp and your communication systems is becoming a must have for most businesses.

Benefits of implementing a CRM

1. Improved Business Efficiency

Having all your vital business information in one place vastly increases efficiency. The ability to access all your documents, email and customer data on a single platform will improve productivity across your teams.

2. Team Collaboration

Before the popularity of the CRM system, teams relied on multiple spreadsheets, documents and email to manage customer data. With a CRM everyone can collaborate on the same files which are always up to date and projects can be managed more efficiently.

3. Increased mobility

87% of CRM users are accessing cloud based systems which can significantly increase a team's mobility. Customer data can be accessed and updated instantly whilst out of the office.

4. Automation of repetitive tasks

The automation of repetitive tasks like sending reminder emails or offers to customers can easily be automated from most modern CRM systems. This allows teams to be consistent with the messages they are sending to customers or prospective customers.

5. Improved customer experience

Implementing a CRM system will improve the customers overall experience with your company. Using a CRM system allows you to better manage the customer relationship and interact meaningfully.

Features of the Ericsson-LG CRM Integration

Caller Preview

Displays the caller's name in the preview or phone window when a match against it is found in the integrated application(s).

Contact Popping

Click the application's icon in the phone or preview window and the caller's contact record is displayed directly in the source application.

Contact Searching

Enables you to concurrently search many supported CRMs plus the built-in shared address book and click to dial from the results.

Click to Dial

Makes it possible to dial directly from the application. The exact method varies between applications.

Benefits of CRM

- Save time in finding customer records

- Improve customer satisfaction by quickly and easily finding the right information on a customer call

- Eliminate misdials when outbound calling and increase outbound call productivity

- Deflect unwanted calls
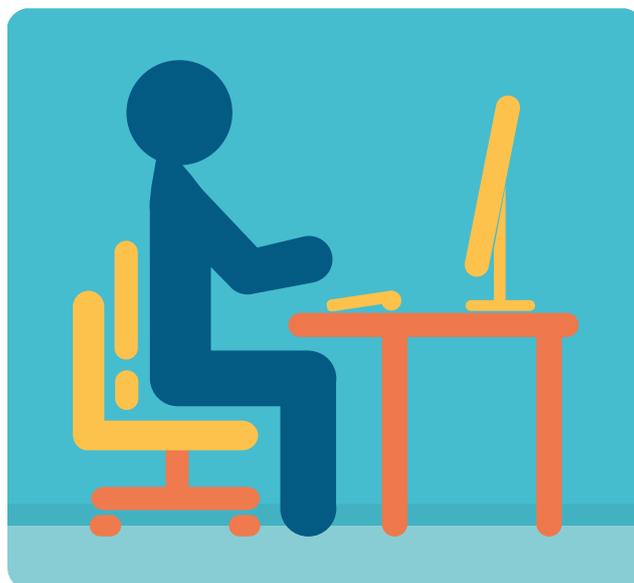
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Supported Systems

The Ericsson-LG system supports a large number of CRM systems and bespoke integrations can also be offered.

Consult your Ericsson-LG specialist reseller to find out more about your application integration if not listed.

Contact us today for more information on how we can help your business.

www.datakom.co.uk

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