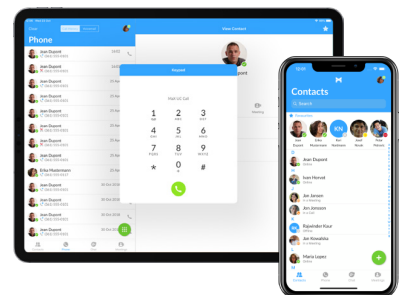
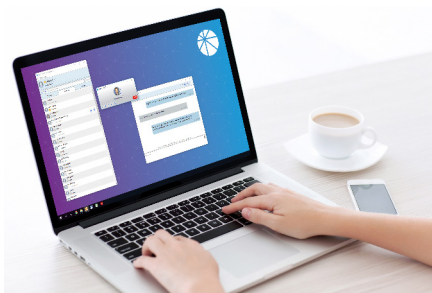


CRM Integration

Utilize POPP’s Computer Telephony Integrator (CTI) application to give your team a powerful tool that will save your business money, increase quality and enhance your customer service reputation.

Two of the most important resources for providing fast and effective customer service are your employees and your customer database. Bringing these two resources together will enable any business to accelerate their productivity and profits. POPP’s CTI will streamline your work flow by connecting the Internet Phone System to your Customer Relationship Management (CRM) database. This puts the high impact customer information in front of your knowledge workers, so they can offer fast, effective customer service.

Access & End Points



CRM Integration Features & Benefits

Features	Benefits
<ul style="list-style-type: none"> • Click-to-Dial • Hot Key Dialing • Contact Popping & Caller Recognition <i>Utilize contacts from Microsoft Outlook™, Google Contacts & Lotus Notes™</i> • Caller Preview • Note Taking & Activity Logging 	<ul style="list-style-type: none"> • Reduces time spent when making calls • Faster access to client database information when receiving calls • Compatible with Call Center & Call Recording

Installation & Management

A POPP Project Manager will work with your designated system administrator on installing the CTI program on two computers within the office. All additional computers will be set up by your administrator, or by POPP on a Time & Materials basis.


Administration and management of the CTI program is done on a per computer basis. There is no central management application for this program.

POPP’s Helpline team is available for additional troubleshooting.

CRM Integration Availability

POPP's CTI (Computer Telephony Integrator) Application has over 30 pre-built integrations with many of the most popular CRM applications such as Microsoft Dynamics®, Zoho®, Salesforce® and SugarCRM® plus many more. Integrations with non-standard/custom CRM applications are also available.

POPP offers two license levels: Express and CRM. You can choose which license fits your team's requirements on an a la carte basis. The license levels and included features are as follows:

		License Type	
Feature	Description	Express	CRM
Outbound Phone Icon Dialing	Click on the phone icon  to make a call. Icon appears next to the phone number.	✓	✓
Outbound Hotkey Dialing	Highlight a phone number and press a keyboard hot key (e.g. F11 key) to dial the phone number.	✓	✓
Outbound Clipboard Dialing	Copy a phone number and click on the resulting clipboard dialer pop-up.	✓	✓
Contact Popping & Incoming Caller Recognition	When receiving an incoming call, open the contact details in your CRM to gain important client information quickly. This will improve efficiency and your customer's experience. Available for Microsoft Outlook, Google Contacts and Lotus Notes with Express License.	✓	✓
Note Taking	Call notes are captured at the time of the incoming call and recorded in compatible CRM's		✓
Activity Logging	Log your incoming and outgoing calls in compatible CRM's to provide better information faster.		✓
Popular CRM Integrations	Pre-built integrations with the most popular CRM's such as Microsoft Dynamics, Zoho, Salesforce & SugarCRM plus many more. Integrations with non-standard/custom CRM applications available upon request.		✓

Microsoft Custom Integration

We know Microsoft SQL databases and .Net languages. We can do a no-cost exploratory specification / configuration meeting to determine if your CRM can be integrated.

All subsequent integration work is billed on a time and materials basis.

To learn more about POPP's Computer Telephony Integrator (CTI) for CRM Integration go to www.popp.com/support/cti/ or call 763-797-7900