# NETHAWK CRM WITH TELEPHONY

Nethawk
Liberating Telephony

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# SOFTWARE FEATURES

CRM and Telephony used to be two different islands far from each other. The gap between CRM and Telephony is shrinking. As your customer data and leads always store in CRM therefore dialer must be capable to utalizre that data and vise virsa CRM need to know what dialer is doing eg after call work and call disposition

We have broken down CRM and Dialers features as if they work together and in the end give you better reporting for training and improvement of agents, overall sales and customer support strategy makeover in positive way.

## Click-to-Call

Ability to call a customer from CRM screen. Rather then copying data from CRM To dialer software or exporting CSV files Our solution enables you seamlessly call from CRM.

Inbound screen popping
While sitting in live secession an agent will receive a pop-up on screen along with inbound call. Pop-up screen contains all the necessary information eg first name, address, phone no, email etc so Agent can provide personlize calling experience. Same time Agent can correct, update or add records against invound calls.

## After-Call Work ACW

Our integrated CRM solution enables you wrap-up after call activities without navigating to different programs screens. ACW wizard takes you to appropriate actionable screens / programs and tabs. In nearly unified fashion. This will save your time. Everything is done within minutes.

## Call Analysis

in outbound marketing campaign, A campaign report shows lead nurturing to actual sales numbers. Likewise in inbound Service / support activity Dashboard is available which shows analytic like completeness of SLAs. Dashboard is extreemly customizeable. We can include different matrices, KPIs (Key performance indicators) according to your performance objectives.



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# TELEPHONY FEATURES

## Call Recording

Record all calls forcefully or give choice to agent to record the call. Recodings of calls are easily available. Call recording is an essential part of Quality Assurance. Moreover such type of recordings are required for compliance purposes.

## Inbound automatic call distribution (ACD)

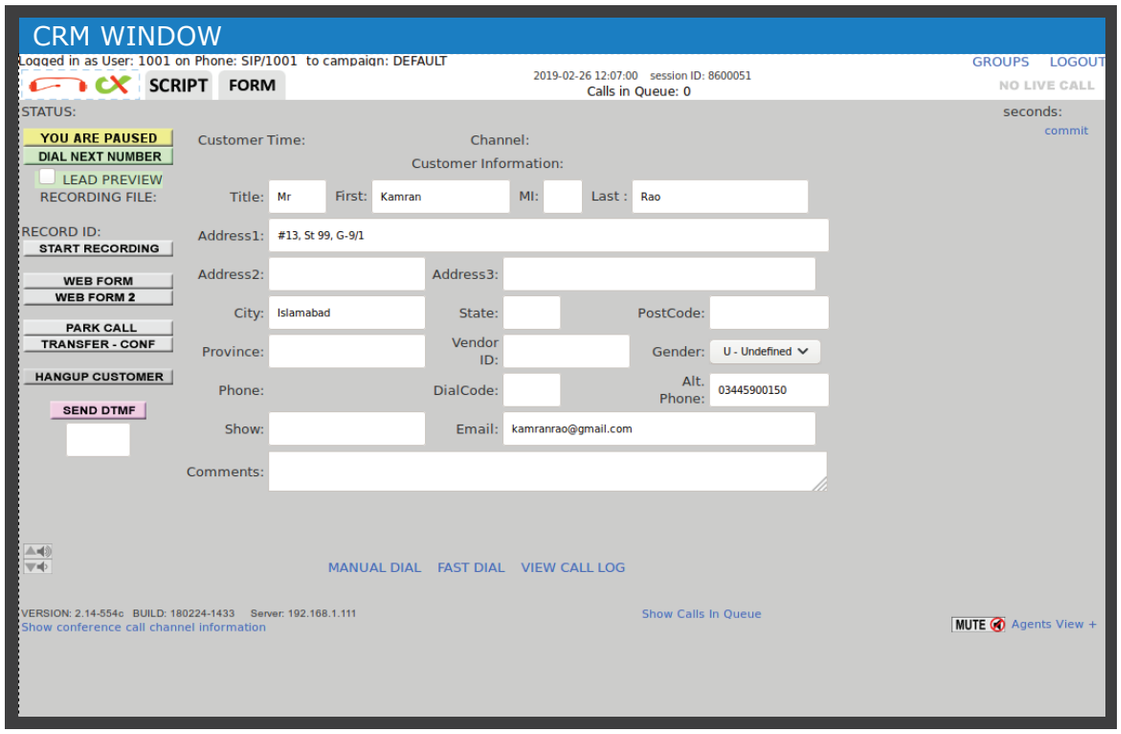
Automatic Call Distribution is method of distributing inbound calls among avilable agents. There are different saviors, dpending upon your policy calls can be distribution to achieve maximum efficiency or customer satisfaction. For example you may have two different products then calls will be distributed among two different group of corresponding agents. An other example priority banking you can set two different campaigns based on customer CLI or any other parameter calls can be distributed to highly available agents.

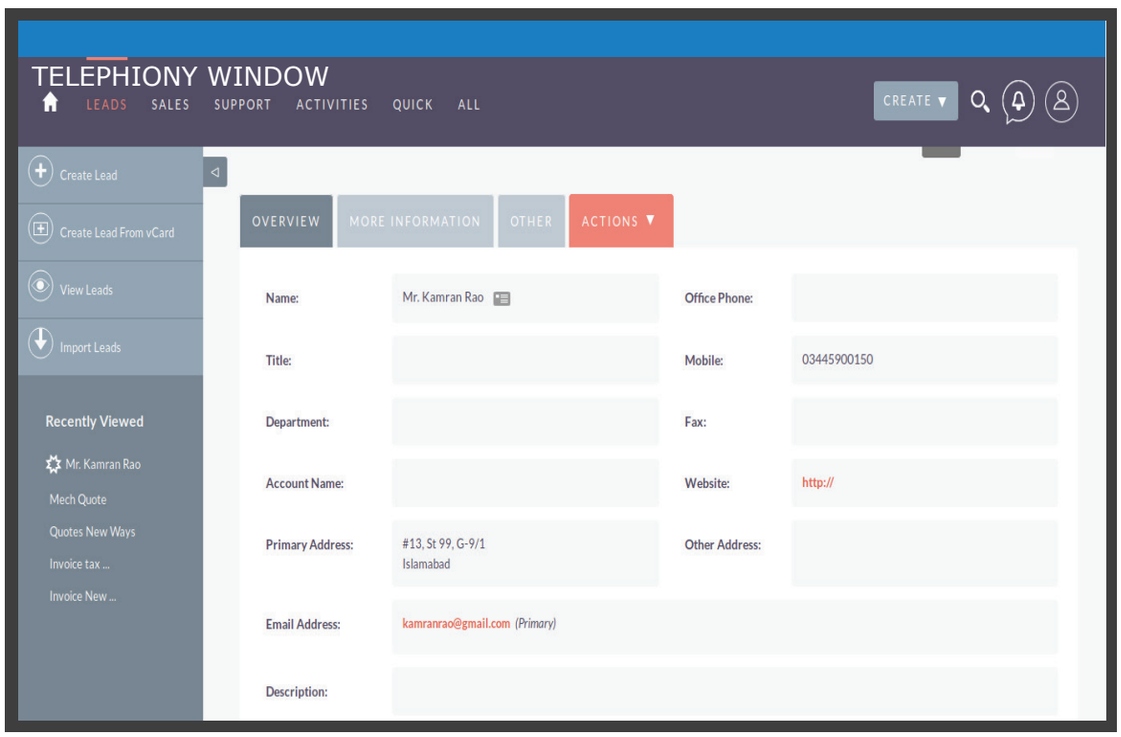
## Live Call Monitoring

Supervisor can monitor calls for various purposes eg training of an agent or enhancing performance of existing agents. Superior can dictate an agent in whisper-mode, only agent can listen toin order supervisor and customer at the same time. Supervisor can also barge in and intervene a call in order to resolve the matter.

# LEAD GENERATION IN CX (DIALER) TRANSPOSE TO CRM

Lead generated in Telephony window automatically gets created in CRM as well.



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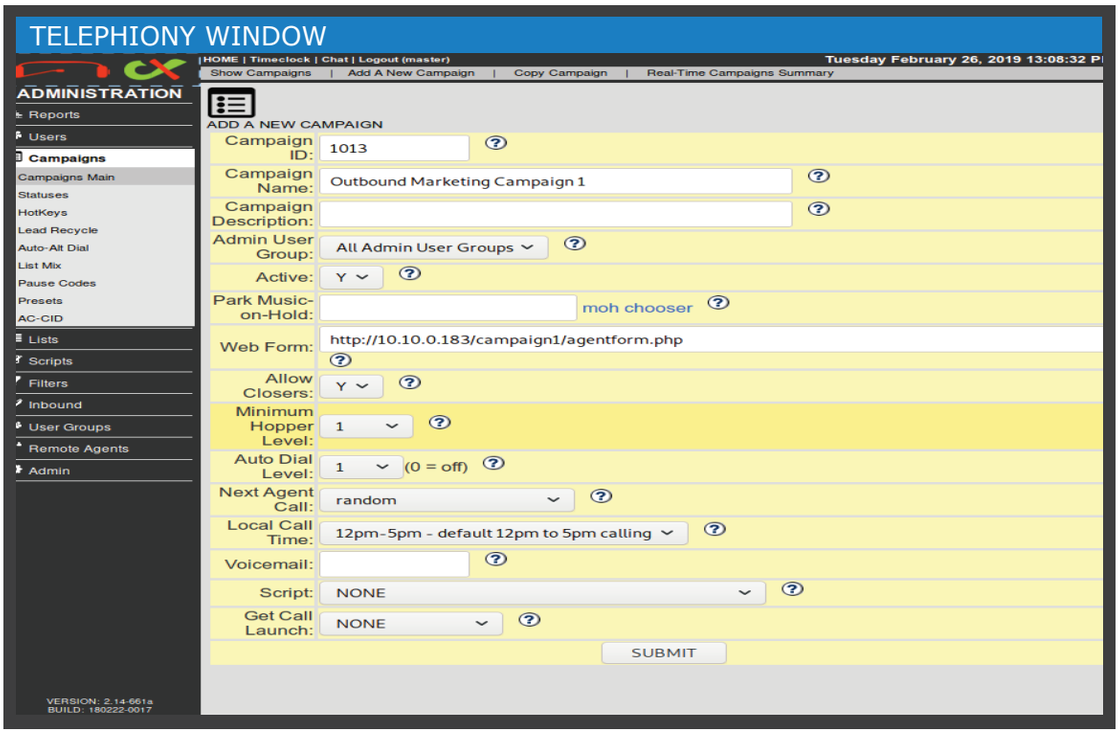
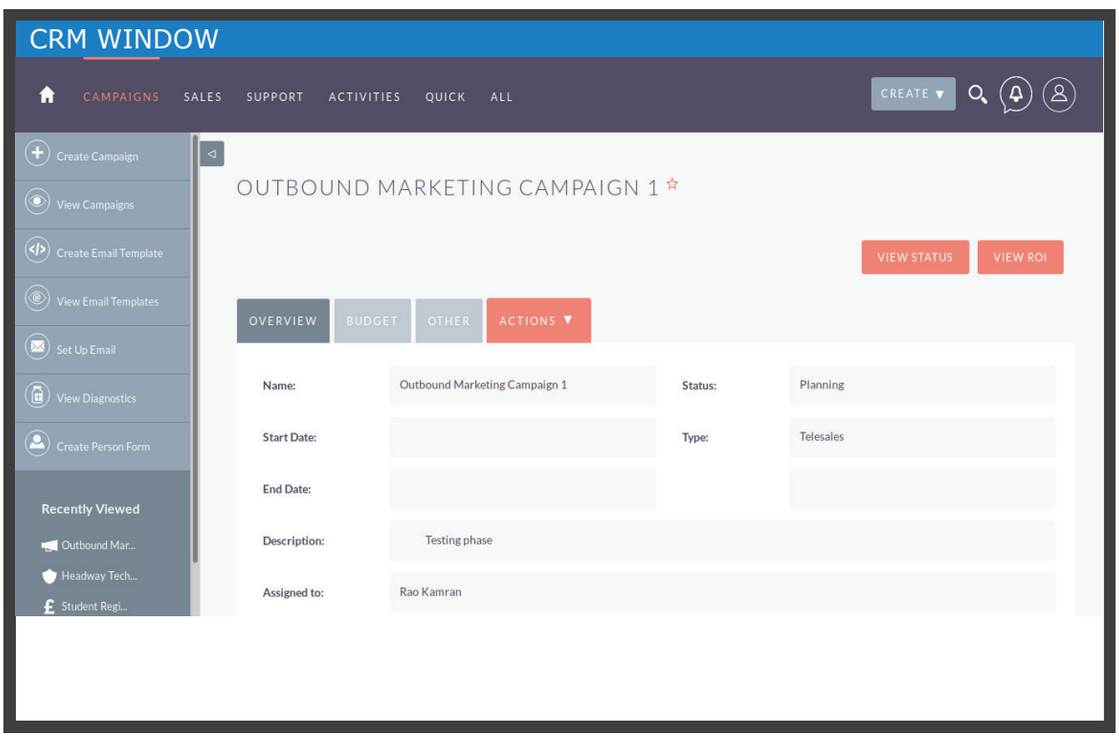
# OUTBOUND MARKETING CAMPAIGN BINDING IN TELEPHONY AND CRM

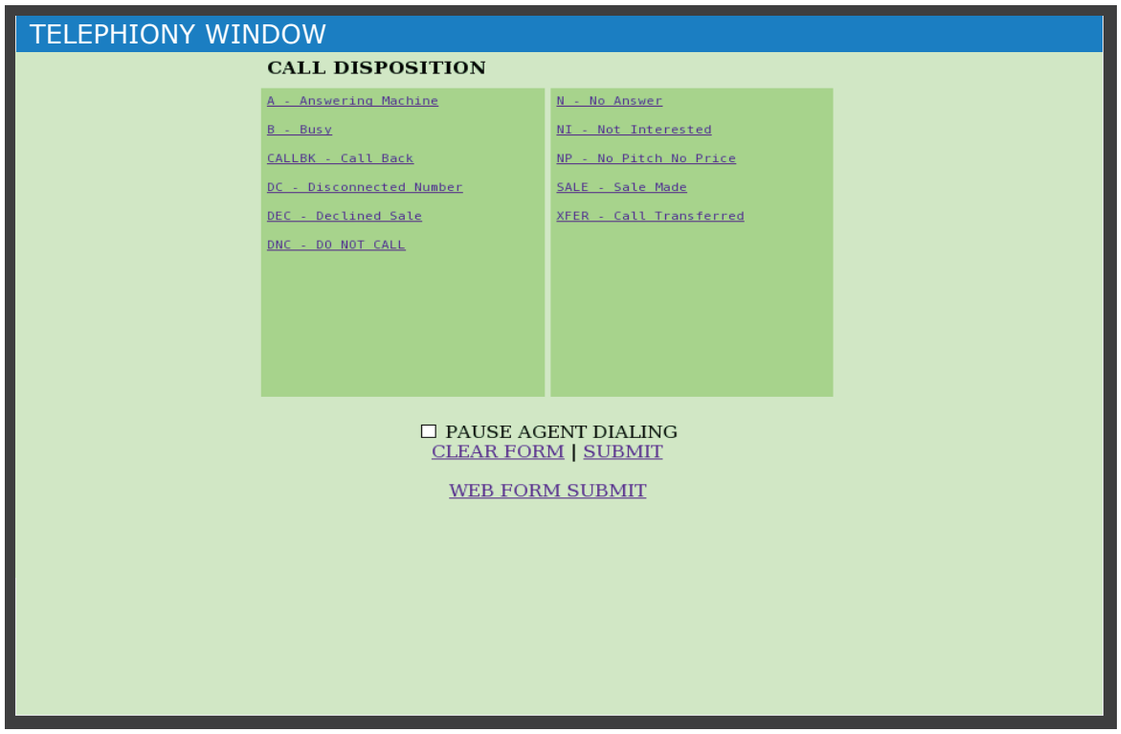
We can create same campign name (ID) in both Telephony & CRM while creating leads the CRM leads can be associated with particular campaign name for campaign management and performance tracking.

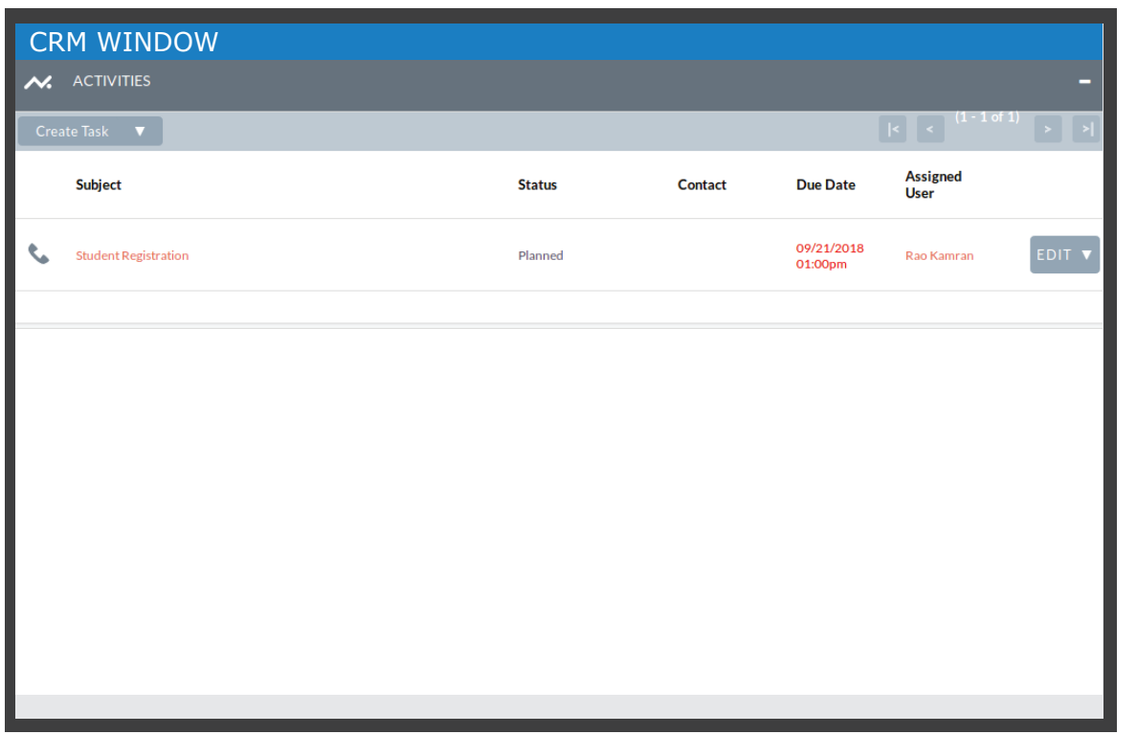


# CALL DISPOSITION IN TELEPHONY IS RECORDED AS ACTIVITY IN CRM

When agent finishes the call by giving it appropriate disposition status. This activity is recorded in CRM as Activity as you can see below. Activity help you measure progress of a lead.



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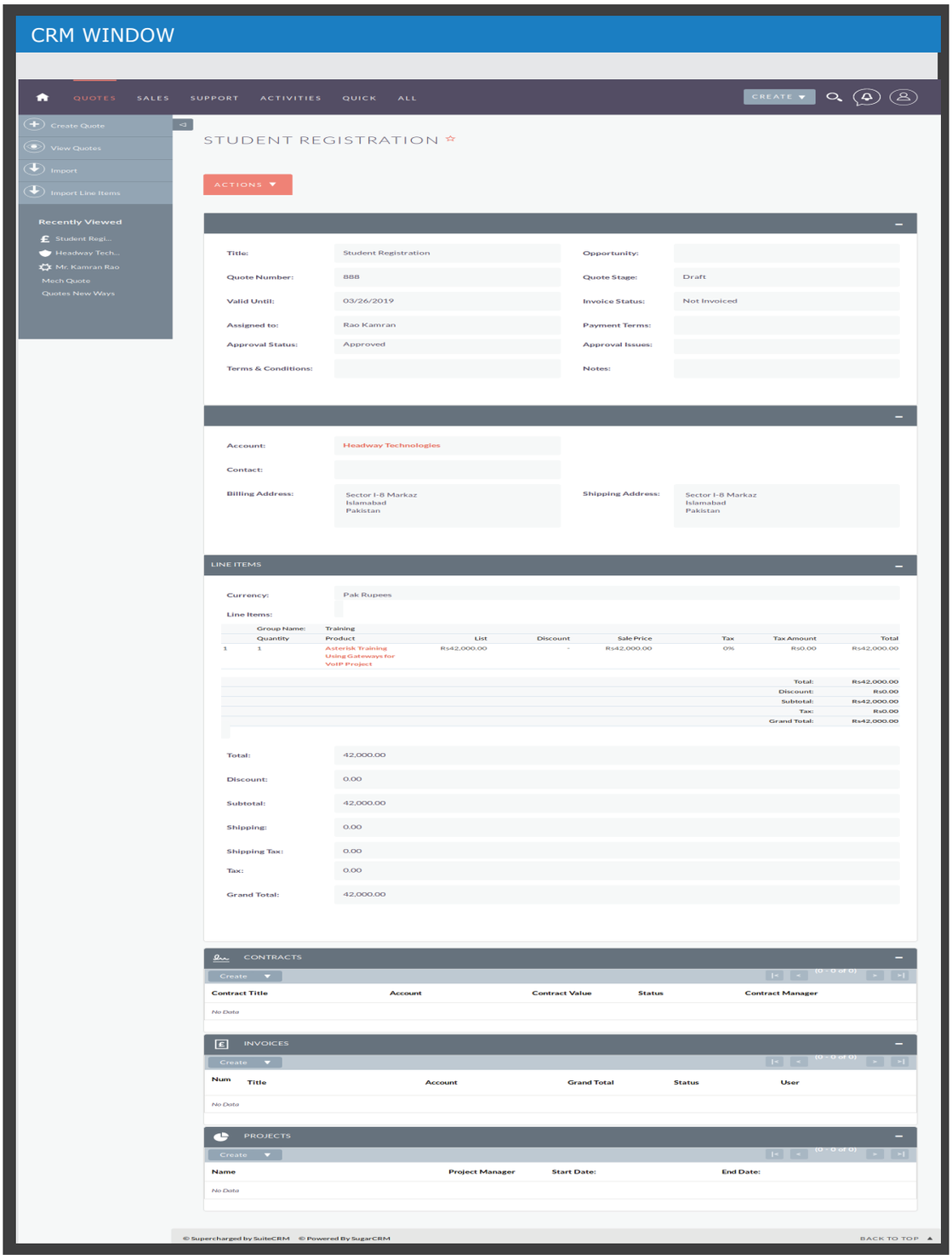
# CRM FOR QUOTES, INVOICES, PRODUCTS, SERVICES ETC AN EXAMPLE

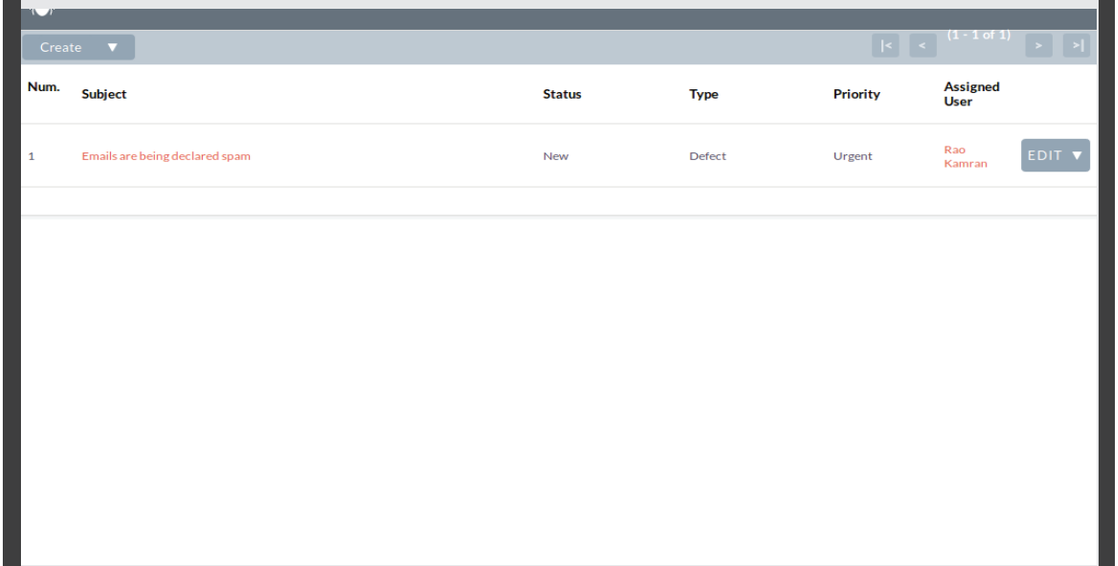
Based on customer query CRM help you create Quote super quickly in your defined pdf formal (template). This saves agent time and increases customer engagement.



# IN-BUILT TICKETING SYSTEM FOR CUSTOMER SUPPORT

CRM has an in-built ticketing system. Ticketing system is integrated with Customer accounts and Agents who resolve the issue or other office staff too this module can also be used organization wide. Ticket is defined with is proper priority level. Agent can change status of ticket from created to resolved when it is solved.

CRM WINDOW

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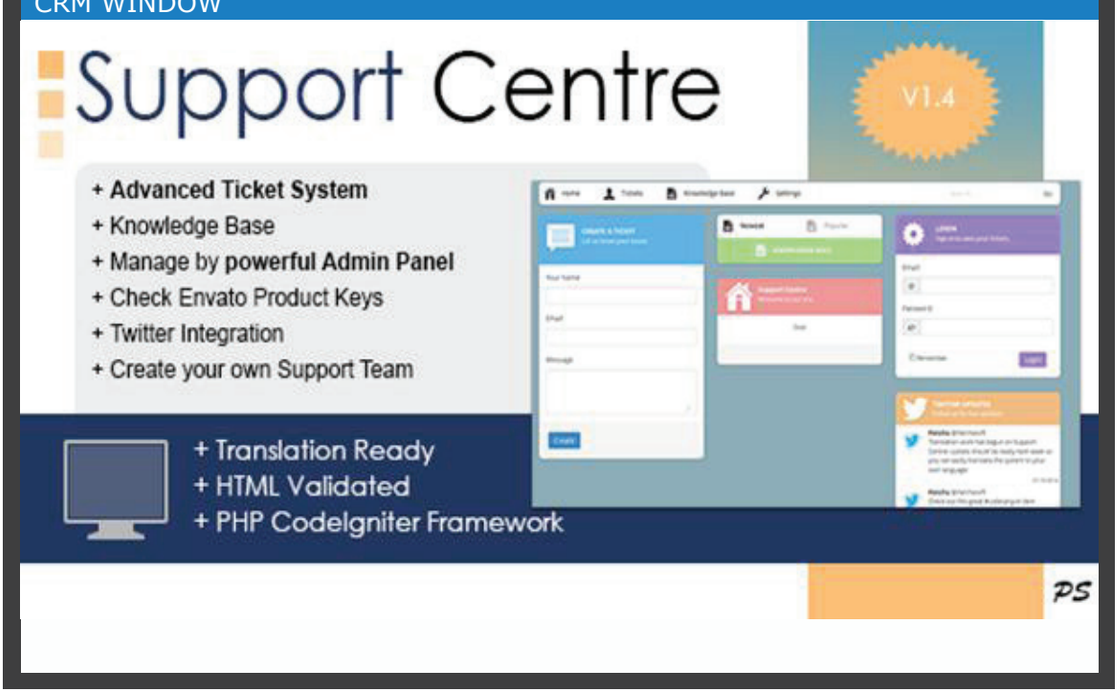




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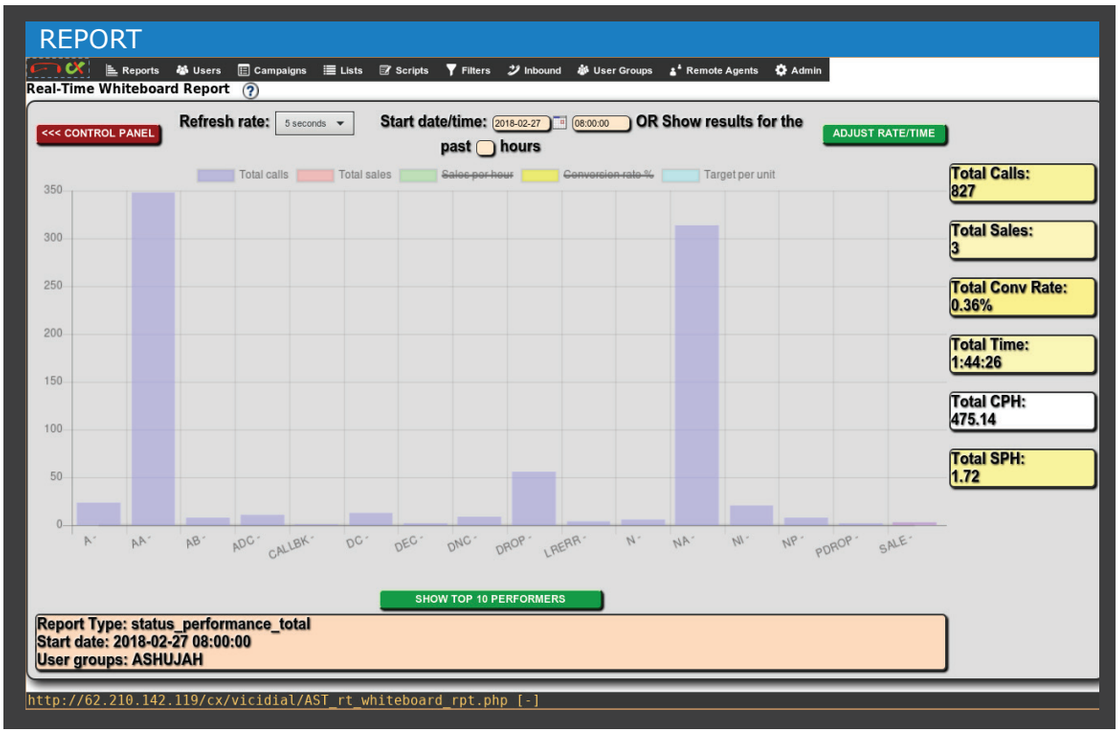
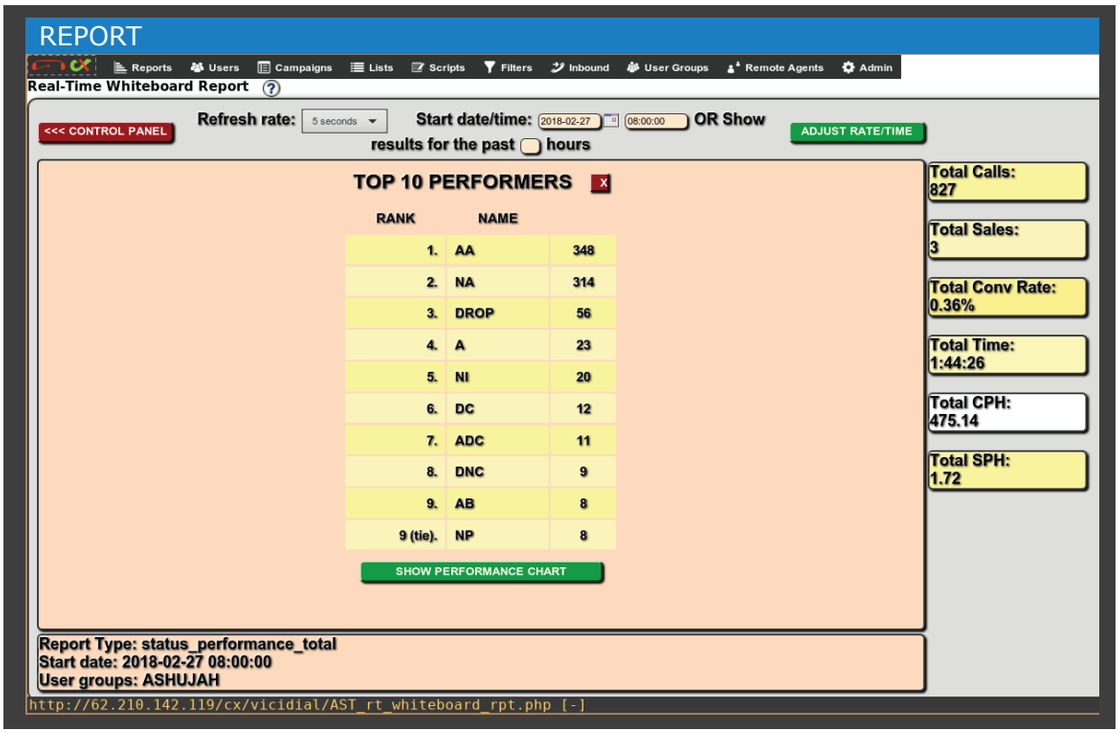
# REPORTING TELEPHONY

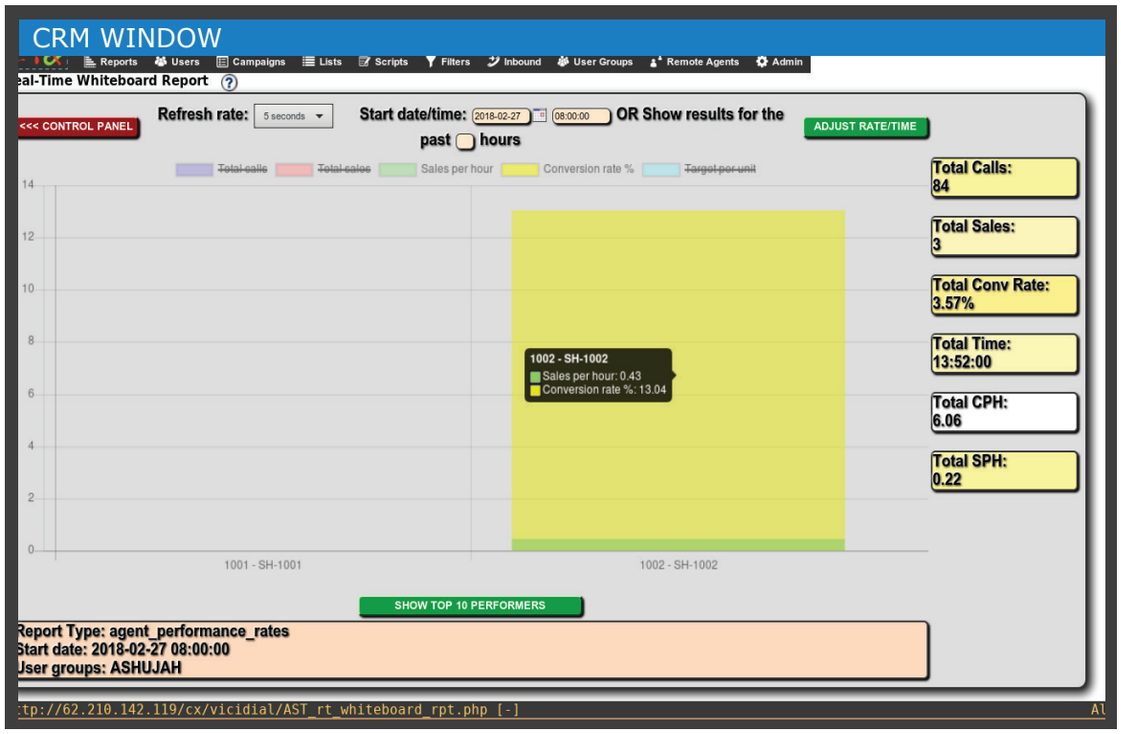
Telephony offers real-time and campaign states reporting. White board reporting help floor manager or supervisor optimize Call center campaign in real-time fashion. Here is some overview of commenly used reports

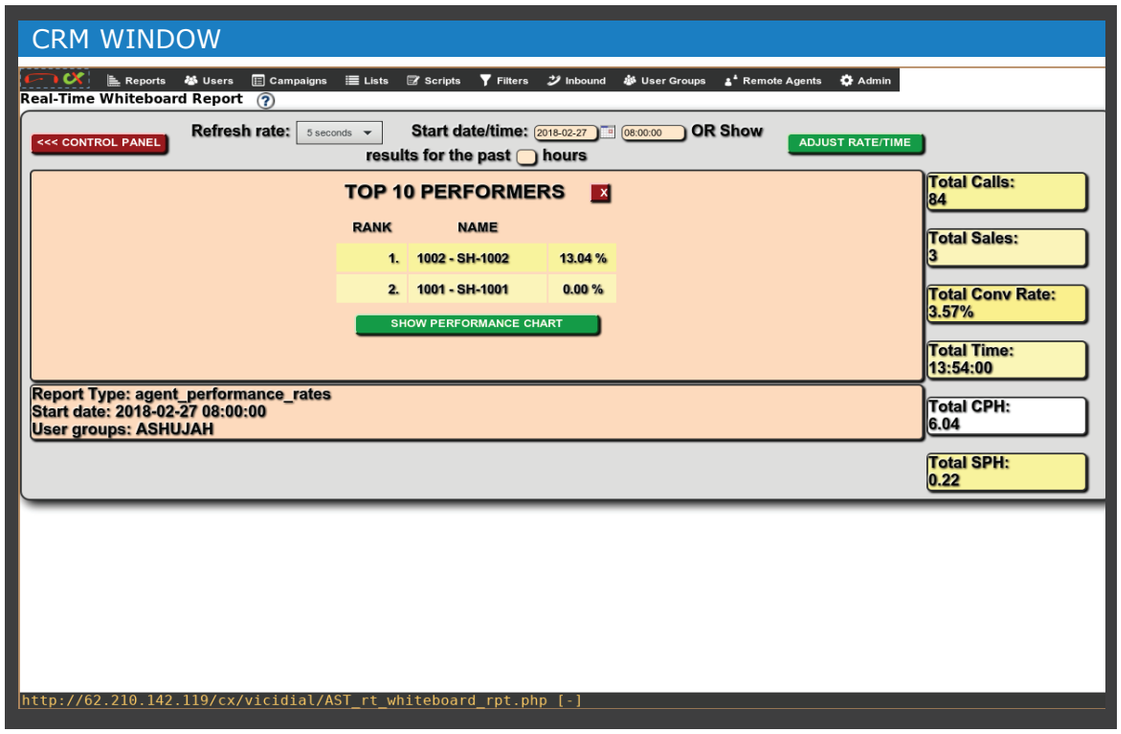


# CONVERSION RATE, SALES PER HOUR REPORT

Sales is challenging. If you can measure it you can improve. This report help you measure sales activity.



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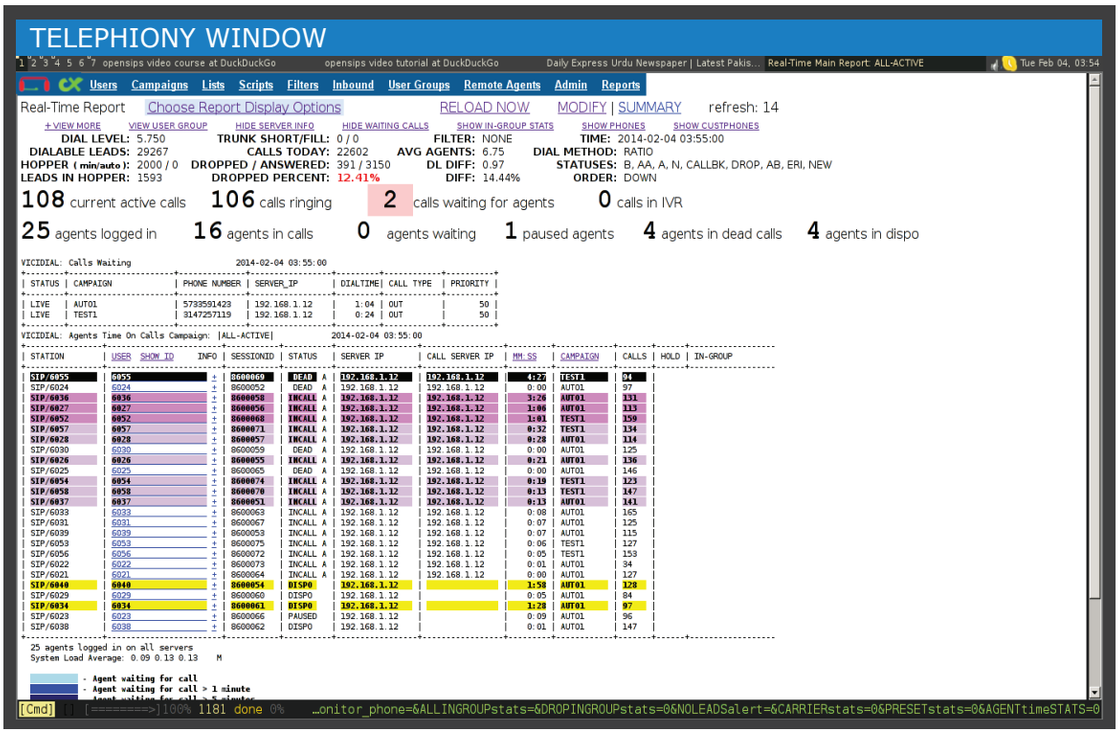
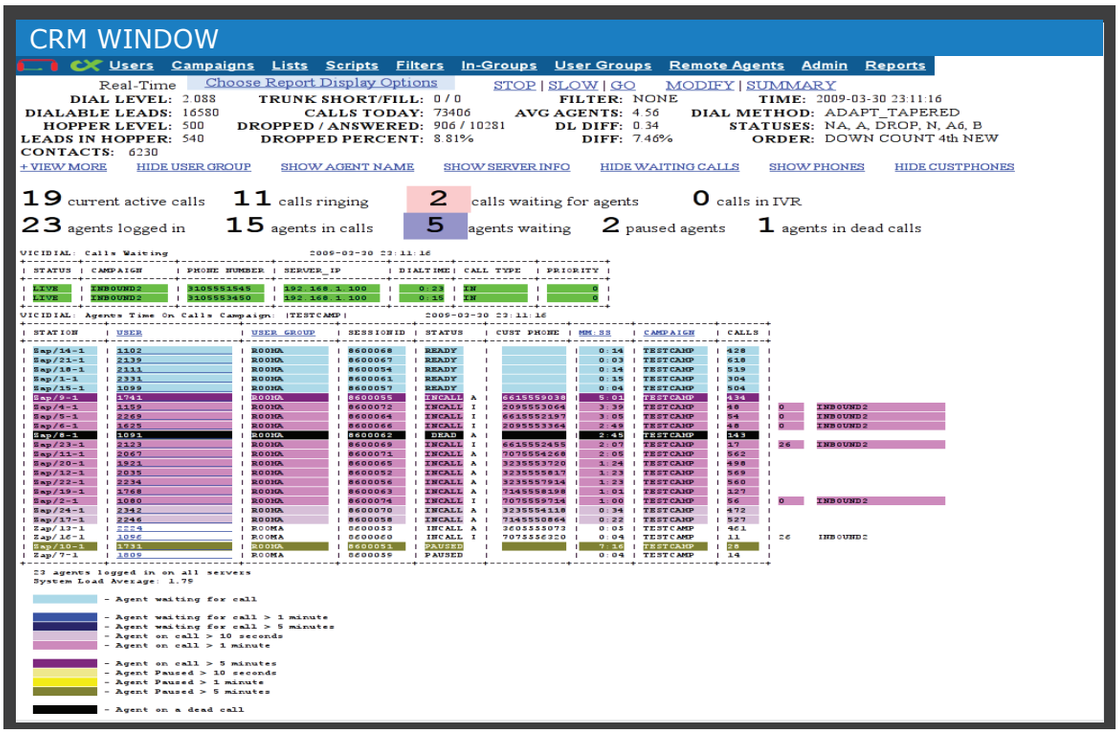
# REPORT

## TELEPHONY WINDOW




## CRM WINDOW



# FEATURES WE OFFER

- [ ] **Click-to-Call Direct from CRM**

- [ ] **Inbound Screen Pop alert with link to contact record**

### Call Recording Features

- [ ] Set playback permissions at user level
- [ ] Access recording from inside CRM
- [ ] Forward outside of the CRM system
- [ ] Pause recording (important for businesses with compliance or privacy requirements)

### Add Details to Call Records

- [ ] Notes
- [ ] Categories
- [ ] Create future follow-up task or event
- [ ] Set call record field requirements

### Inbound Automatic Call Distribution

- [ ] Create multiple campaigns for inbound calls
- [ ] Agent prioritization

### Dialer Type

- [ ] Preview
- [ ] Power
- [ ] Predictive

### Call Analytics

- [ ] Real-time dashboards
- [ ] Ability to report on call activity from CRM
- [ ] Schedule automated reports
- [ ] Granular data reporting, i.e., call duration, call type

### Flexibility

- [ ] Can I use my existing phone system?
- [ ] Can you provide a phone system if I need it?
- [ ] Can I keep my existing number?

### Support

- [ ] 24/7 help availability
- [ ] Support in my working hours and time zone

### Training

- [ ] Training materials, i.e. quick start guides, videos, etc.
- [ ] On-site training available



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CX+CRM by Nethawk integrates your phone and CRM sy tem to help you make more calls and close more deals with features like click-to-dial, call recording and real-time per-formance analytics.

Make calls directly from your CRM with click-to-dial

- Record calls for training and compliance
- Prioritize your important inbound calls
- Personalize conversations with screen popping

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