



Integrate Aspect® Zipwire® with Salesforce® to Turn Your Contact Center into a Consumer Engagement Platform

Drive more sales, build better relationships and better serve your customers.

Integration Overview

Bringing together Aspect Zipwire and Salesforce creates a scalable customer engagement platform with enterprise features and cloud simplicity. Combining interaction and customer CRM data delivers all the information needed for personalized customer interactions, empowering sales and customer service representatives alike. The Zipwire contact center platform provides the ability to engage with customers through multiple channels including voice, chat, email and messaging, with intelligent cross-channel routing while capturing those interactions quickly and efficiently. End-users can access a full suite of telephony controls and administrators can easily monitor all interactions through real-time dashboards and reporting tools.

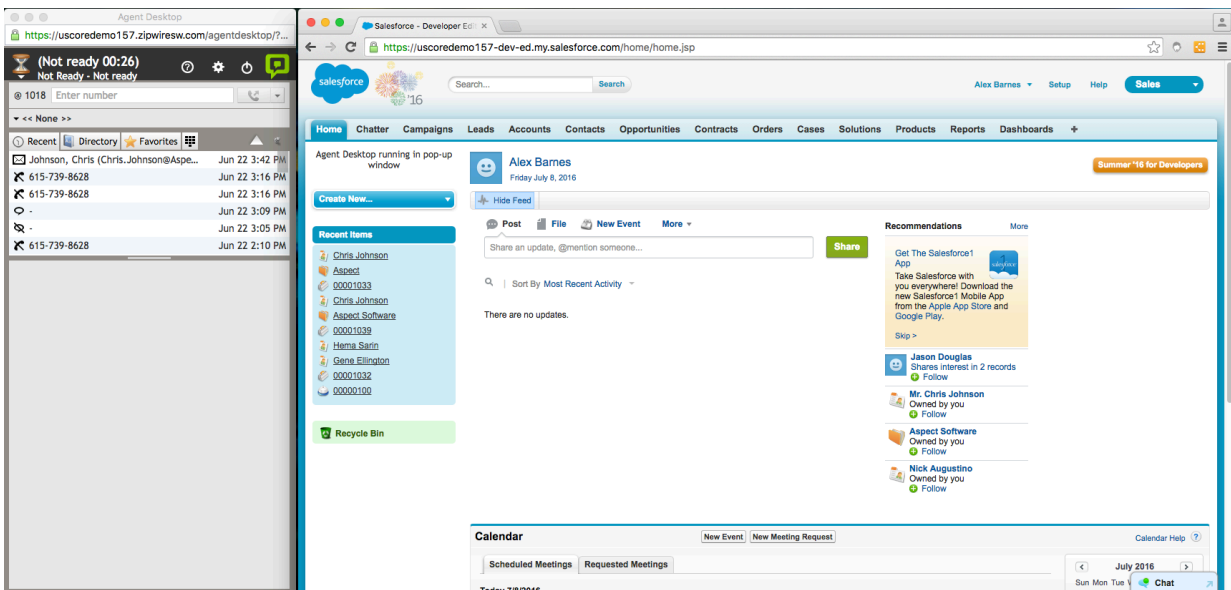
Key Integration Features

Single Sign-On: Eliminate the need for multiple passwords and increase agent productivity.

Inbound Screen Pop for Voice, Chat, and Email: Expedite the handling of customer inquiries by automatically displaying customer information to the agent, prior to any inbound interaction, including past interactions, regardless of channel.

Click to Call: Connect with customers faster and eliminate manual dialing with a single click of a button right out of Salesforce to improve outbound marketing and sales communications.

Integrated Agent Experience: Optimize agent productivity while improving consumer engagement by providing agents with a single, streamline interface to manage customer interactions.



True Omni-Channel Support: No longer are you limited by a voice only contact center investment. Zipwire's Salesforce integration supports all channels including voice, Chat, SMS, and Email.

Interaction History Post for Voice, Chat and Email: Aspect® Zipwire® automatically posts activity events – recordings, audio, chat and email – into the customer's history, keeping agents in the know and removing the need to update multiple systems.

Floating Widget for Console View: The Zipwire Salesforce integration provides users with a simple Interaction Management widget to free up desktop space, retaining the ability to manage interactions effectively.

Easy to Setup and Scale

Lower implementation costs and scale with your business demands with an out-of-the-box integration that can be quickly configured to go live.

Customizable Workflows

Merge customer interactions with your workflows and campaigns inside Salesforce including customizable agent tools to trigger events that create opportunities and customer records. Build customized workflows in the Zipwire scenario builder, search for contacts, update existing records, create customer screen pops and much more.

IVR and Inbound Queue Management

Ensure customers reach the right agent at the right time with an intuitive IVR designer for priority and skills-based routing.

Outbound Campaigns: The data that powers your customer contact lists can be driven directly through Salesforce. Aspect

Zipwire allows customers to build their campaign lists directly from data already stored within Salesforce in a simple and user friendly fashion. Additionally, the results of your campaign are automatically stored in Salesforce to ensure your customers' activity history is up to date.

Ensure The Right Agents Are Available at the Right Time

Leverage [#1 ranked Workforce Optimization](#)¹ to accurately and easily forecast staffing requirements across sales, marketing, and support resources.

Real-Time Management and Coaching

Improve the way your agents interact with customers with call recording, customizable interaction scoring, screen-sharing and screen-capture to help supervisors provide feedback on agent performance via built-in Quality Management tools

Customized Reporting and Analytics

Measure agent productivity using customizable reporting tools including pre-defined Key Performance Indicators (KPIs) that can be viewed in real-time supervisor dashboards—and utilize historical data to recognize important trends in a variety of preconfigured or customizable templates.

The combination of customer data and interaction data is a powerful one. The Salesforce CRM system makes sure the *current* customer communication is contextual and personalized while the Aspect Zipwire contact center platform ensures that the *next* customer communication is contextual and personalized. Ensure that the customer journey is a smooth and leads to happier customers, increased efficiencies and market success.

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2016 Global Workforce Optimization Company of the Year Award

1. Frost & Sullivan 2016 Global Workforce Optimization Company of the Year

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About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, empowering organizations to unite around the customer journey. Our customer engagement center offers native [interaction management](#), [workforce optimization](#) and [self-service](#) capabilities that drive dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging all the benefits of the cloud and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

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