

# Mitel MiVoice Integration for Salesforce

Make Communications a Natural Part of Your Day

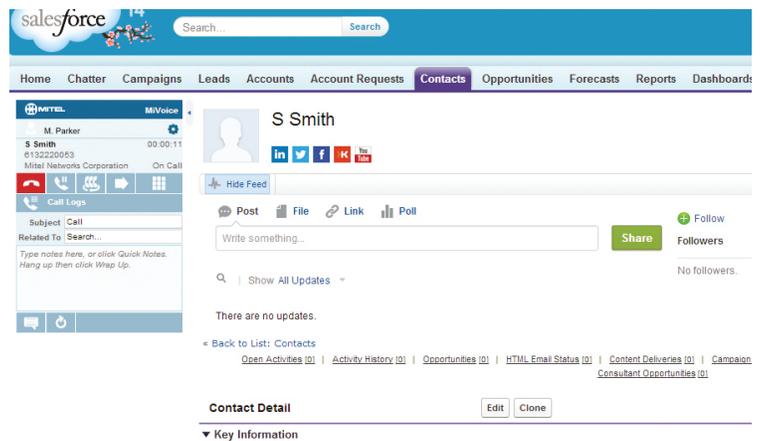


Imagine being able to engage in rich, productive, communications with partners, customers, and others as easily as making a phone call all within your browser-based Salesforce window.

With MiVoice Integration for Salesforce, you can do just that.

## Key Benefits

- Easier, More Spontaneous Communications
- Improved Client Interactions
- Enhanced Business Intelligence



Mitel MiVoice Integration for Salesforce embeds rich communications functions directly within the Salesforce browser tabs.

Salesforce is one of the most flexible and powerful web based Customer Relationship Management (CRM) solutions available on the market. Harnessing the power of the 'Cloud', Salesforce provides businesses with access to a suite of CRM products aimed at helping businesses' function more efficiently no matter where employees may be located.

MiVoice Integration for Salesforce offers businesses like yours the ability to have the rich communications capabilities of the Mitel MiVoice Business communications solution fully embedded within Salesforce browser tabs. This way your employees' only need to log into Salesforce once and can remain entirely within the Salesforce CRM environment, while communicating with & documenting all their client interactions – effectively & efficiently.

## Easier, More Spontaneous Communications

In today's fast paced business landscape efficiencies in how we interact with others helps drive business success. This can be in the form of tools to provide efficiencies in communications. Tools that assist employees with handling client interactions. Or in some cases tools that can assist with both.

With MiVoice Integration for Salesforce your Mitel MiVoice Business communications capabilities are fully embedded within Salesforce browser tabs, so that employees need only log into Salesforce once and remain entirely within the Salesforce CRM environment while communicating with and documenting all their client interactions.

Embedded communications services within Salesforce help create greater efficiencies in communications and client interactions for employees, by minimizing the need to repeatedly switch back-and-forth between desktop applications and providing pertinent client information on their screen when interacting with the client.

## Improved Client Interactions

When it comes to sales it's simple; the more prepared an employee is about the client, the greater their chances of making a sale. However, what can you do to help your employees with being prepared in an intelligent manner?

As a current user of Salesforce you are aware of the benefits it provides your business as a single location for all client interactions that can be easily shared & accessed by employees no matter where they may be located. However with MiVoice Integration for Salesforce documenting client interactions can be made even simpler for your employees.

Through it employees are provided with access to Call Notes and Call Logging functions both during the call and even after the call ends. Details captured by the employee are then automatically saved to the Salesforce contact record followed by the ability to create a 'follow-up task' associated with the call. This not only assists with ensuring efficient, consisted, and reliable documentation of each & every client interaction, but also provides an 'intelligent' way to assist employees with enhancing every client interaction.

Furthermore the embedded communications capabilities of MiVoice Integration for Salesforce allow employees to simply click-to-call directly from the client record, streamlining client interactions within your business.

## Enhanced Business Intelligence

No matter what the size of your organization is having access to reliable and up-to-date information not only helps improve decision making, but also helps identify key relationships and uncover potential business opportunities.

With MiVoice Integration for Salesforce your business can achieve enhanced Business Intelligence through improved call tracking. Call details are automatically logged in Salesforce activity records, so that managers and directors of your business can readily report on and quantify the number, type and outcome of client interactions with employees.

Sales and marketing campaigns consume valuable resources in your business. MiVoice Integration for Salesforce auto-logging of call details provides the ability to easily track the success of your inbound campaigns, helping management determine if they are reaching the right people and achieving the target response rates for each initiative, and ensuring that campaign resources are maximized.

## About Mitel

Mitel® (Nasdaq:MITL) (TSX:MNW) is a global leader in business communications that easily connect employees, partners and customers -- anywhere, anytime and over any device, for the smallest business to the largest enterprise. Mitel offers customers maximum choice with one of the industry's broadest portfolios and the best path to the cloud. With more than US\$1 billion in combined annual revenue, 60 million customers worldwide, and #1 market share in Western Europe, Mitel is a clear market leader in business communications. For more information, go to [www.mitel.com](http://www.mitel.com).

## Additional Key Features

Support for Salesforce next-generation browser-based interface – which means no client software to download and install

Full integration within the Salesforce web-based environment with only a single sign-on for employees

Search names and numbers in the Salesforce contact database, using the mivoice search bar

Click-to-dial for any found contact name or dial-able number in the Salesforce contact window

On screen call control through simple click-to-answer, call transfer, call hold, and click-to-call

One-touch click-to-answer with full contact screen pop upon call answer

Rich set of in-call telephony features, such as redirect, transfer, conference, hold, and retrieve call

Call activity tracking, with the ability to automatically or manually save call notes and logs as Salesforce contact activity records

Pre-configured call wrap-up actions, with the ability to automatically generate Salesforce follow-up tasks and events

Automatic Salesforce contact record creation with pre-populated caller id details for new clients, that employees can choose to save or discard



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