EXECUTIVE SUMMARY

Context shifting among applications introduces errors and wastes time. With PureCloud by Genesys, your corporate address book is seamlessly accessible in an all-in-one contact center solution. External Contacts is a native contact management system that enables your employees to add context to communications with prospects, customers and organizations. Give your agents an advantage.

INTEGRATION BENEFITS

- Enables personalized customer experience
- Reduces customer effort
- Increases customer retention
- Improves agent performance and productivity
- Drives internal efficiencies
- Creates a unified contact database

GIVE YOUR AGENTS AN ADVANTAGE

Incorporating PureCloud External Contacts into your call center solution enables you to create a robust repository of customer data that empowers your employees. Click to contact—across all channels. Provide personalized customer service with insights from real-time customer data, including key contact information, omnichannel interaction history and important notes. Give your agents everything they need—on a single screen—to get a 360-degree view of your customer and provide a high level of personalized assistance.

ALL-IN-ONE COMMUNICATIONS PLATFORM

Benefit from having your business users and agents on the same system. Customer lookups are fast and accurate. And External Contacts enables you to define relationships between internal users and external organizations. So when your employee looks up an organization’s profile, he will instantly see who the associated account manager is and can contact that person directly in the app.
Technical specifications

Capabilities
- Corporate address book:
  Quickly import your contact list in PureCloud via a CSV upload or dynamic Salesforce integration. External Contacts Salesforce sync automatically adds new contacts and organizations, keeping your corporate address book up-to-date without manual intervention.
- Unified search:
  Find your External Contacts throughout the app—whether you’re searching to initiate a call on behalf of a queue, adding to a conference call or transferring an existing ACD call—the person you’re looking for is just a few keystrokes away.
- Relationships:
  Represent connections among the people at your company and organizations in your External Contacts. Tie in account managers, support leads or any other key players.
- Native screen pop:
  During an ACD interaction with an External Contact—inbound, outbound and across all channels—PureCloud presents key contact data.
- Omnichannel interaction history:
  Agents can drill down on a contact to see the complete interaction history, including wrap-up notes and wrap-up codes. They also can view a roll-up of history for the entire organization.
- Notes:
  Input and track details about your contacts in this flexible field, including signed contracts, account discounts and incident outcomes.

Collaborate
- Corporate address book, including external contacts, external organizations, notes and relationships

Communicate
- Corporate address book
- Business user calls and transfers to external contacts

Key features
- Comprehensive repository for external contacts and organizations management.
- Build your corporate address book using automatic Salesforce synchronization or CSV bulk import.
- Relationship mappings link internal employees to pertinent organizations.
- Agents and business users can use simple search and click-to-dial to access external contacts and call or transfer calls to them.
- Native screen pop on inbound and outbound omnichannel interactions lets your agents see interaction history and provide better customer service.

PureCloud 1
- Corporate address book
- Salesforce one-directional synchronization (*does not require bridge)
- Business user calls and transfers to external contacts
- Inbound and outbound ACD calls with external contacts, including transfers
- Native screen pop for inbound and outbound calls, including dialer

PureCloud 2
- Corporate address book
- Salesforce one-directional synchronization (*does not require bridge)
- Business user calls and transfers to external contacts
- Inbound and outbound ACD calls with external contacts, including transfers
- Native screen pop for inbound and outbound calls, including dialer, as well as email and web chat

PureCloud 3
- Corporate address book
- Salesforce one-directional synchronization (*does not require bridge)
- Business user calls and transfers to external contacts
- Inbound and outbound ACD calls with external contacts, including transfers
- Native screen pop for inbound and outbound calls, including dialer, as well as email and web chat
- Organization- and contact-level omnichannel interaction history, wrap-up notes and wrap-up codes

ABOUT GENESYS
Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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