



InteractionSync

Avtex InteractionSync™:

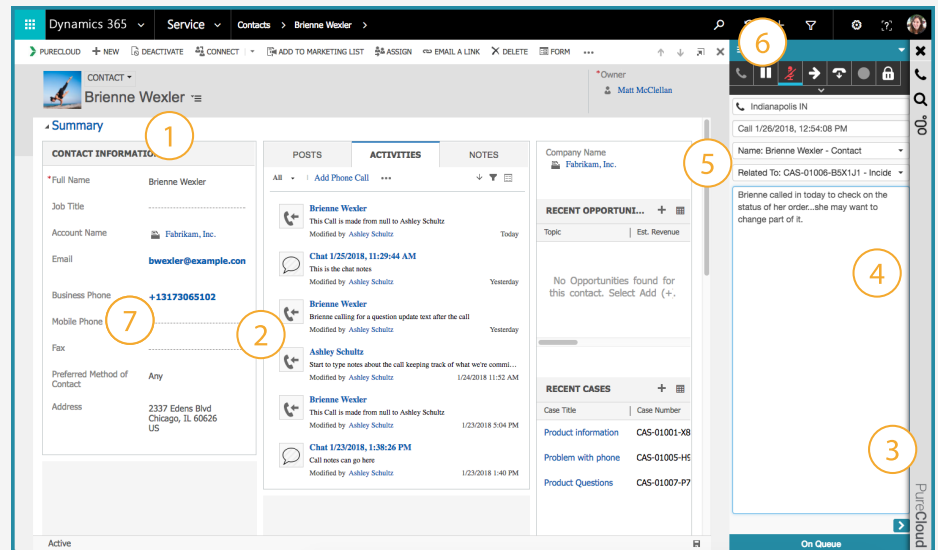
Combine the Power of Genesys PureCloud and Microsoft Dynamics 365 with Avtex InteractionSync for PureCloud

Overview

Get ahead of the competition by providing an integrated customer experience across all your customer care channels. Avtex InteractionSync for PureCloud provides deep integration between PureCloud, the award-winning cloud contact center solution from Genesys, and Microsoft Dynamics 365 to allow users to fully manage customer engagement from a single pane of glass, without having to switch between multiple windows or applications.

InteractionSync gives agents access to PureCloud directly within Dynamics 365. The fully embedded PureCloud controls enable management of customer interactions, agent availability status selection and management, click-to-dial for fast customer follow-up, and on screen search for quick customer data look up — all on a single pane. By combining the best of both worlds, InteractionSync for PureCloud incorporates the features of PureCloud to handle queuing, routing, measuring and reporting, while synchronizing customer interaction data with Dynamics 365 to ensure accurate tracking of your customer's journey and delivery of a superior customer experience.

- Inbound interaction contact/lead/account search to intelligently pop the appropriate screen for the agent
- Dynamics 365 activity creation and auto association with contacts, leads, cases, etc.
- Click-to-dial out through PureCloud from within Dynamics 365
- Simple contact/lead searching with quick outbound calling



Key Features

- PureCloud mini-client embedded in Dynamics 365 enables users to manage interactions without having to leave their Dynamics 365 application. The mini client can be easily expanded into the full PureCloud client with all information synced across both clients

- Intelligent search of contacts, leads, and accounts popping the right Dynamics 365 record.
- Every interaction is automatically turned into a Dynamics 365 activity.
- The entire integration rolls up into this side bar for increased screen space.
- Notes are automatically added to activities.
- PureCloud associates the Dynamics Contacts, Cases, etc. with the created activity.
- Total control of interaction within Dynamics 365.
- Click-to-dial phone numbers to call via PureCloud.

Key Benefits

Enhanced Customer Experience

- Significantly reduced handle time
- Intelligent queueing and routing
- Precise, automatic tracking of agent interactions frees them to focus on customers
- Consistent agent experience across all channels
- Better First Call Resolution (FCR)

Greater Efficiency

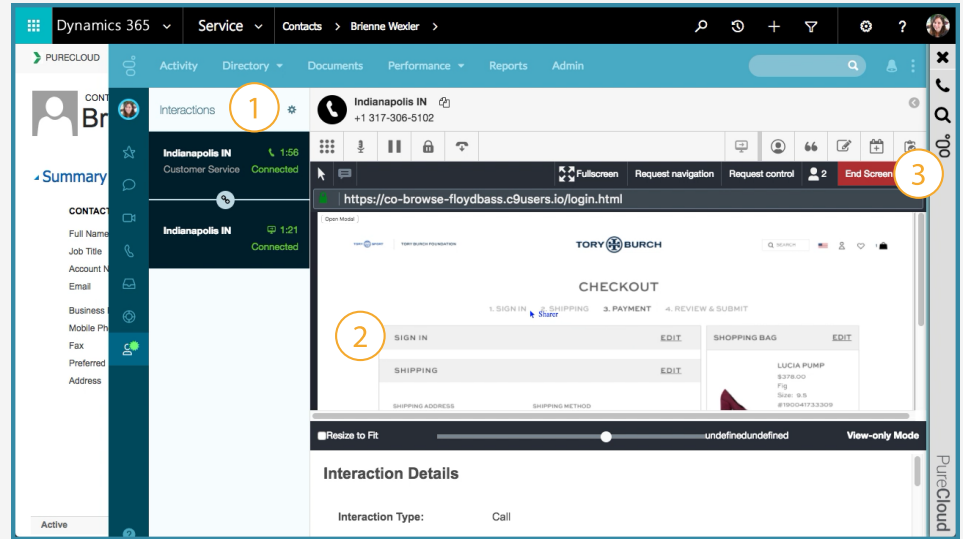
- Fewer clicks
- Fewer tasks to perform in Dynamics 365
- Entire application hosted in one browser tab
- Better data for process engineering

Ease and flexibility of deployment

- Minimal effort to implement and maintain
- Agents can be anywhere
- Cloud-based solution

Deploy with Confidence

InteractionSync for PureCloud is available as an addon to your current PureCloud subscription. Simplicity of deployment at the speed and scalability the cloud provides.



- 1 Interaction information stays in sync with the InteractionSync for PureCloud.
- 2 You won't lose the ability to perform complex operations like co-browse.
- 3 Pressing this button gives you the full PureCloud client inside of Dynamics 365.

About Avtex

Avtex is a full-service Customer Experience consultancy focused on helping organizations build trust with their customers. We guide organizations through the process of creating or improving CX strategies, platforms and policies. Avtex offers a wide range of services to support CX, including CX Consulting, Technology Optimization, Technology Innovation and Systems Management.

Driven by technology know-how and passionate about customer experience, Avtex is uniquely qualified to help you deliver exceptional experiences to your customers.

Avtex 360 is our strategic methodology designed to help you eliminate poor customer experiences. From initial strategic planning through management of technology, our end-to-end approach ensures support for every area of your CX efforts and every step in the customer journey.



Strategy- Avtex offers comprehensive CX consulting services including customer journey mapping, technology review and process planning to help you create a strategy for successful interactions.

Implementation- From planning to cross-platform integrations, Avtex guides your business through the implementation process to optimize your CX ecosystem for today and into the future.

Innovation- Through creative utilization of your current technology, exploration of new platforms or development of a custom application, Avtex helps you keep pace with ever-evolving customer expectations.

Management- Avtex offers full-service application, license, hosting and platform management services to keep your ecosystem performing at optimal levels.