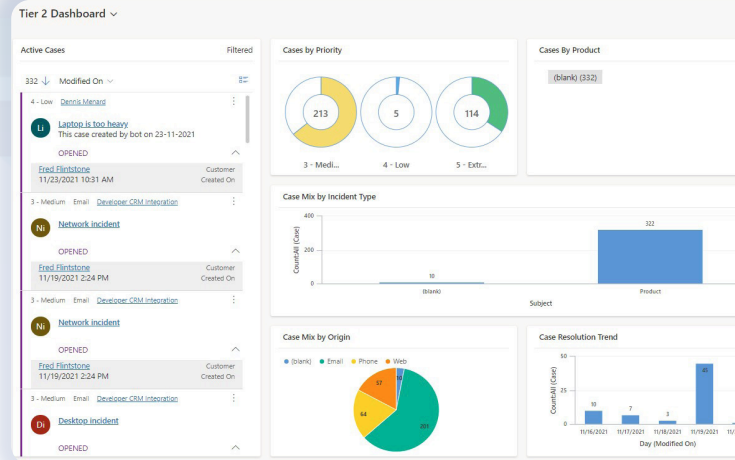


ice Contact Center with Dynamics 365

Enhance the interaction experience across various communication channels and streamline customer service delivery. ice Contact Center with Dynamics 365 brings powerful contact center capabilities to the CRM platform with automation and personalization.



Benefits of integrating Dynamics 365 with ice Contact Center



Unify persistent interaction data with Dynamics 365 and ice

Dynamics 365 provides organizations with a centralized knowledge base management solution, enabling employees across all departments to share and use accurate customer information in one place. Customer service, sales, marketing, finance, and other departments can easily access unified and up-to-date customer data. ice also links with Dynamics 365 to allow users to easily access call recordings and transcripts, as well as ice interaction data.



Build routing rules to optimize business processes

Customers can be routed to the appropriate user based on the user's role and service history, decreasing the number of times a customer is transferred. Routing rules can be applied to every interaction to ensure they are dealt with in the most appropriate manner. For example, the contact treatment can be configured based on key fields in Dynamics 365 so customers can receive a personalized experience when contacting your organization.



Enhance customer experiences

Users can utilize the customer information in Dynamics 365 to provide faster service, provide personalized customer experiences, and better help customers with their inquiries. View previous interactions and open and closed cases to provides users with more knowledge and context about the customer and their needs, expanding organizational knowledge distribution.



Decrease interaction duration with relevant customer information

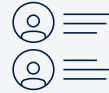
Screen pops automatically display the most relevant customer information, so users can immediately start interacting without having to search for the customer's contact and case information. When presented with customer information upfront, users spend less time searching different knowledge bases, pulling together context around the request, and asking the customer to repeat information.

ice Contact Center with Dynamics 365 Features



Screen pop contextual information

Screen pop information housed in Dynamics 365 when users receive an interaction, whether it's a call, email, IM, tweet, etc. Users will have the ability to see the information they need on their screen and handle the interaction accordingly. Screen pops can be configured to open a window to any page in Dynamics 365, such as the customer contact or incident page.



Visual dashboards

Within Dynamics 365, create and display personalized contact center dashboards for snapshot views. Visualize and track information such as Average Talk Time, Total Handled and Average Queue Delay. Dashboards allow users to visualize and filter data based on specific insights.

The screenshot displays the Dynamics 365 interface for a contact center. On the left, the 'CASE DETAILS' section shows the following information:

Case Title	incident 7049 regarding WIFI
ID	CAS-11634-L4X8JO
Ticket Number	11634
Subject	Product
Type	---
Classification	---
Sub-Classification	---
Customer	Fred Flintstone
Origin	Phone
Contact	Fred Flintstone

On the right, the 'Timeline' section shows a list of interactions:

- Chat from Developer CRM Integration**: Web chat from Fred Flintstone received on 23/11/2021 at 17:14:23. 5:14 PM
- Phone Call from Fred Flintstone**: Phone call from Fred Flintstone re: case 11634 received on 23/11/2021 at 17:10:32. 5:10 PM
- Phone Call from Fred Flintstone**: Inbound voice call from Fred Flintstone received on 23/11/2021 at 17:09:00. 5:09 PM
- Auto-post on incident 7049 regarding WIFI**: Case: Created by Developer CRM Integration for Contact Fred Flintstone. 5:08 PM



Contact center interaction data

iceInteractions was built by ComputerTalk to house contact center data tracked by ice within a CRM. This data contains custom entities added to Dynamics 365, for tracking ice Contact Center specific data. Some fields on the iceInteraction pages include contact information, contact statistics, and queue information (e.g., receiving address, interaction type, queue name, handling duration). Organizations can take the iceInteraction data to make enhancements to their contact center operations.



Auto-insert interaction records, cases, and contacts

Automatically compile complete customer interaction history in Dynamics 365. When ice Contact Center is integrated with the CRM platform, ice automatically inserts field information into iceInteraction records, cases, and contacts. This saves users time from asking customers to repeat information and manually typing details within each field on the system.



Click-to-call

Users can save time manually typing customers' phone numbers by clicking on the phone number directly from a contact page in Dynamics 365. Click-to-call not only reduces time spent dialing phone numbers but helps eliminate the potential for misdials.



Workflow automation

Contact treatment, including priority and language preference, can be configured based on key fields in Dynamics 365 so customers can receive personalized experiences when contacting your organization.



Interaction recordings and transcriptions

ice provides a direct link to the iceJournal call recording or text-based interaction transcript under an activity record. Users can easily listen to the recording or view the text transcript from previous customer interactions.



Chatbots

Add ComputerTalk's self-service chatbot, iceBot, to your Dynamics 365 integration, which prompts the customer to answer pre-screening questions. iceBot can create tickets, provide status updates, and answer routine questions. A customer can enter information about their reason for contacting the organization, which is then passed to an agent if the request is transferred.

About Us

ComputerTalk is the developer of ice Contact Center. ice modernizes the call center with business application integrations, AI, and analytics across all communication channels, helping organizations deliver outstanding customer experiences. As a Microsoft Teams native contact center solution, ice allows users to handle all interactions within a single interface. Founded in 1987 and headquartered in Markham, Canada, ComputerTalk powers enterprise-class contact centers for organizations across the globe.

For more information, visit us at computer-talk.com

