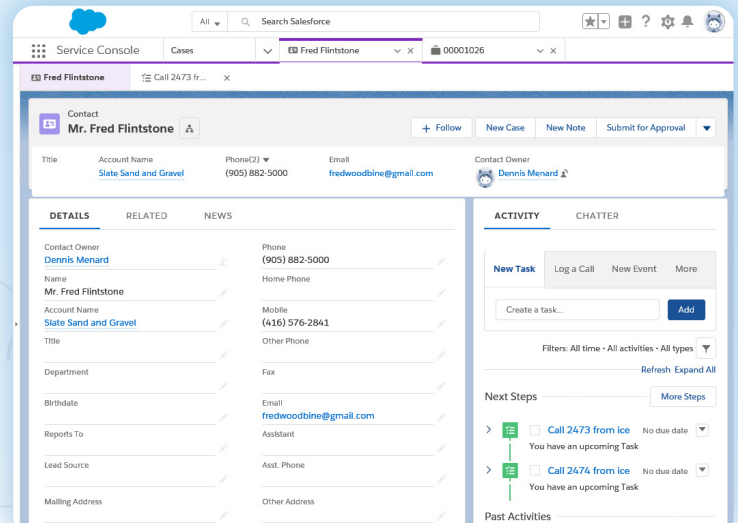


# ice Contact Center with Salesforce

Enhance customer experiences by ensuring contact center users are prepared for any interaction. Take Salesforce integration beyond traditional screen pops with ice Contact Center.



## Benefits of integrating Salesforce with ice Contact Center



### Increase profit

Agents gain insight into customers' buying habits and sales cycles, allowing agents to upsell or expedite sales.



### Increase efficiency

When presented with relevant customer information, agents spend less time searching different knowledge bases, pulling together context around the request, and asking the customer to repeat information.



### Improve knowledge distribution

Salesforce provides organizations with a centralized knowledge base management solution, enabling employees across all departments to share and use accurate customer information.



### Enhance customer experiences

Build routing rules into any interaction to ensure that everyone's questions, requests, or complaints are answered. The contact treatment can be customized based on key fields in Salesforce so that customers can receive a personalized experience when contacting your organization.



### Reduce call duration

Customers are routed to the appropriate agent based on their account information, decreasing the number of times a customer is transferred and improving the first contact resolution rate.

# ice Contact Center with Salesforce Features



## Screen pop contextual information

Screen pop relevant information from Salesforce when agents receive interactions to reduce talk time and customer frustration.



## Implement intelligent routing

While a call is in IVR, look up customer information to determine skills, priorities, and attributes to route and queue interactions. This optimizes agent productivity and improves first contact resolution.

Contact **Mr. Fred Flintstone** + Follow

Title	Account Name	Phone(2)	Email
	<a href="#">Slate Sand and Gravel</a>	(905) 882-5000	<a href="mailto:fredwoodbine@gmail.com">fredwoodbine@gmail.com</a>

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Account Name	Mobile
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Title	Other Phone
Department	Fax
Birthdate	Email
	<a href="mailto:fredwoodbine@gmail.com">fredwoodbine@gmail.com</a>



## Link interaction history

Provide users instant access to recordings and transcripts by clicking embedded URLs in custom fields, enabling fast and convenient dispute resolution.



## Click-to-call

With click-to-call capabilities, agents can conveniently save time and minimize errors when typing customers' phone numbers, enabling them to call directly from the CRM lead or contact view.



## Auto-insert activity records

Compile complete customer interaction history, equipping agents with information to accelerate resolution time. Auto-fill CRM fields to save agents' time from manual entry.

**ACTIVITY**    CHATTER

**New Task**    Log a Call    New Event    More

Create a task... Add

Filters: All time · All activities · All types ▼

Refresh Expand All

**Next Steps** More Steps

- Call 2473 from ice** No due date ▼  
You have an upcoming Task
- Call 2474 from ice** No due date ▼  
You have an upcoming Task

**Past Activities**

- Email: Test email fr**  
**Dennis Menard** sent an

**ACTIVITY**    CHA



### Process payments with icePay

Integrate icePay to automate payment processing via IVR. This eliminates the need for agents to request and record credit card data.



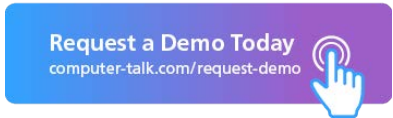
### Ensure PCI compliance

For PCI compliance, auto-pause call recording when collecting credit card data—auto-resume recording when the agent navigates to the following field.



### Enable self-service

Provide self-serve capabilities to receive ticket status or update ticket information.



## 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](http://computer-talk.com)



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