

ice Contact Center CRM Integration

Empower agents with customer insights to deliver faster, more personalized service.



Why Integrate Your CRM with ice Contact Center?



Provide More Personalized Support

Instantly display relevant customer information when a customer reaches an agent with screen pop. With immediate access to customer details, interaction history, and case information, agents can personalize conversations, quickly understand the reason for contact, and respond more efficiently.



Get Real-Time Guidance During Every Interaction

Surface relevant customer information and insights during interactions with screen pop and Agent Assist, helping agents respond more effectively without searching across systems. With the right context available in the moment, agents can handle conversations more confidently and efficiently.



Eliminate Misdials and Save Time

Initiate calls from your CRM in a single click, eliminating misdials and reducing time spent on manual dialing. By streamlining outbound calls with click-to-dial, agents can connect faster and spend more time engaging with customers, thus improving agent productivity.



Turn Conversations into Clear Insights

Automatically log AI-generated insights from customer interactions directly into your CRM, so teams can quickly understand conversations without reviewing recordings or transcripts. With clear insight into every interaction, teams can identify trends, improve performance, and make more informed decisions.

Flexible CRM Integrations—Built for Your Ecosystem

ice Contact Center integrates seamlessly with leading CRM platforms, including:

- Microsoft Dynamics 365
- Salesforce
- ServiceNow
- Other

Beyond these platforms, ice Contact Center can integrate with any CRM, allowing you to connect with the systems you already use while ensuring a smooth fit within your existing environment.

Key Features of Our CRM Integrations

Real-Time Screen Pop: Display relevant customer details when an interaction begins, so agents know who they’re speaking with and other important information (e.g. reason for calling).

Transcript Access: Provide agents and supervisors with access to interaction transcripts within CRM, giving teams the context they need to support customers, coach agents, and review performance.

AI Insights Capture: Automatically populate your CRM records with AI-generated summaries, sentiment analysis, and key outcomes from every interaction.

Omnichannel Interaction Logging: Automatically record all interactions in your CRM, giving teams a complete view of every customer conversation.

Intelligent IVR Routing: Leverage CRM data before a caller reaches an agent in order to intelligently route contacts based on skills and priorities, improving first-contact resolution.

Contact Transcript

“Speaker 1: My order shows as delivered, but I never received it. I checked with my neighbors and there’s nothing there.
Speaker 2: I’ll check the deliver details and tracking history for you.
Speaker 2: I can see the package was marked delivered, but the delivery location doesn’t match the address on your account. I’ll arrange for a replacement to be shipped and flag the original delivery for investigation.
Speaker 1: That’s great, thank you!”

Contact Insights	
Call Reason	“Caller is inquiring about a delivery order.”
Sentiment	8
Agent Steps Taken	“The agent reviewed the order and tracking details, identified delivery discrepancy, arranged a replacement order, and submitted a delivery investigation.”
Customer Questions	“The transcript doesn’t contain any customer questions that could be added to a frequently asked questions list.”
Call Outcomes	“Outcome: Missing delivery issue successfully resolved. Actions Taken: Identified delivery discrepancy, arranged replacement, and submitted investigation. Overall Result: Replacement shipped and original delivery flagged for review.”

Self-Service Ticket Management: Enable customers to receive ticket status updates and access their case information through self-service tools integrated with your CRM.

Click-to-Dial: Reduce manual effort and save time with outbound communication directly from your CRM with a single click.

Chatbot and Self-Service Integration: Integrate chatbot and self-service tools with your CRM to leverage customer context, streamline issue resolution, and automatically capture interaction activity within CRM records.

AI-Powered Agent Assist: Provide agents with real-time guidance during interactions by surfacing key information and insights from your CRM to help drive faster resolutions.

Workflow Automation: Turn interactions into tracked cases or updates in your CRM, so teams can take action right away.

PCI-Compliant Recording Controls: Automatically pause call recordings during payment-related interactions initiated through your CRM, helping protect sensitive cardholder data and support PCI compliance.

Transforming Customer Interactions Across Your Business

ice Contact Center with CRM supports a wide range of teams and workflows, helping organizations streamline operations and improve customer interactions across the business.



Customer Service

Give agents full visibility into customer history and interactions, so they can resolve issues faster and deliver more consistent support. With everything captured in your CRM, every interaction builds on the last—reducing customer repetition and improving the overall customer experience.



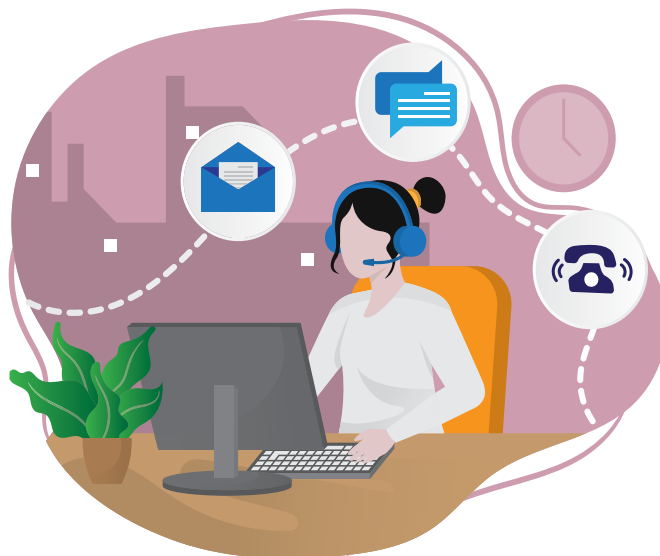
IT and Help Desk

Turn customer interactions into tracked cases and updates, so teams can manage requests more efficiently and ensure nothing slips through the cracks. With complete interaction context available in one place, teams can prioritize and resolve issues more effectively.



Sales Teams

Streamline outbound calling and track every customer touchpoint directly in your CRM. With click-to-dial and automatic interaction logging, sales teams can connect faster, maintain accurate records, and focus more on building relationships.



Build a More Connected Customer Experience

By connecting ice Contact Center with your CRM, you can streamline operations, reduce manual work, and gain full visibility into every interaction. The result is faster response times, more informed agents, and consistently better customer experiences. [Request a demo to see how you can improve performance across your team.](#)

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.



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