

# iceBar for Dynamics

Enabled by Dynamics 365 Channel Integration Framework (CIF)



Improve agent efficiencies by bringing your contact center into your Dynamics 365 interface. ComputerTalk offers two options for integrating your ice Contact Center with Dynamics 365.

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The first option allows you to use your choice of ice Contact Center interface – desktop, web, or Microsoft Teams - with embedded CRM automations, such as screen pops, case creation, and auto-insertion of activity records.

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The second option, iceBar for Dynamics, enables agents to use Dynamics 365 as their primary interface by integrating ice interaction controls directly within. This prevents agents from needing to switch between different applications and they can do all of their work within a single Dynamics 365 browser tab. Both options offer many features with many associated benefits.

## Benefits of ice Contact Center and Dynamics 365 integrations



### **Improve knowledge distribution**

Dynamics 365 provides organizations with a centralized knowledge base. Its integration with ice Contact Center ensures that the right information gets to the right person exactly when and where they need it.



### **Deliver superior customer experiences**

By decreasing transfers and resolving customers' issues faster, you can keep them happy and satisfied with their experiences. Additionally, contact treatment, such as intelligent routing and prioritization, can be customized based on key fields in Dynamics 365, giving every customer a personalized experience.



### **Increase profitability**

While increasing efficiency and customer satisfaction will improve profitability, ice Contact Center takes it one step further. By providing agents with insights into customers' buying habits and sales cycles, agents can upsell and expedite the sales cycle.



### **Maximize efficiency**

Customers are routed to the appropriate agent based on their account information, decreasing transfers and improving the likelihood of first contact resolution. Once an interaction has begun, agents spend less time asking questions and gathering contextual information, ultimately increasing the number of contacts handled and improving efficiency.

## Additional benefits of iceBar for Dynamics



### **Simplify the agent experience**

Having your contact center and your CRM consolidated in one place simplifies the agent experience. Agents can use single sign-on to log in to both platforms, avoid installing extra applications, and streamline training. Combining your contact center and CRM reduces navigation between windows, improving focus and keeping agents at peak performance levels.

## Features of ice Contact Center Dynamics 365 integrations



Save time spent dialing by enabling agents to call customers directly from the CRM lead or contact view with click-to-call capabilities.



Look up customer information before the call is assigned to a queue. Use the information to determine skills, priorities, and attributes for routing and queuing the interaction, optimizing agent productivity, and increasing the likelihood of first contact resolution.



Auto-pause call recording while collecting credit card data and auto-resume when the agent navigates to the next field, ensuring the privacy of sensitive information and keeping your customer service PCI-compliant.



Upon receiving a queued email, create an associated ticket and automatically populate activity fields in Dynamics 365.



Eliminate the need for agents to collect credit card data by integrating icePay so that payment processing can be automated via a PCI-compliant IVR.



Enable quick and convenient dispute resolutions by providing users instant access to recordings and transcripts through clickable links in custom CRM fields.



Create custom Dynamics 365 dashboards related to your ice Contact Center queue and agent performance that provide at-a-glance information.



Screen pop customer information, including previous cases, to the agent as soon as an interaction comes in, saving both parties time on customer and problem identification questions and improving overall efficiency.



Add speech and text analytics insights to your evaluations of recorded calls and text transcripts.



Allow your customers to receive their ticket status or update ticket information using self-serve capabilities.



Build a complete customer interaction history by auto-inserting activity records, giving agents the information they need to accelerate resolution time. Save even more agent time by auto-filling CRM fields to reduce manual entry.



Add chat and speech bots to enhance self-service options, automating customer interactions to lessen agent workload.

iceBar for Dynamics, powered by Dynamics 365 Channel Integration Framework (CIF), provides the same features and benefits as ComputerTalk's traditional Dynamics 365 integration, as well as some additional ones that further increase efficiency and improve user experience.

## Additional features of iceBar for Dynamics



Avoid constantly navigating between your contact center application and CRM by bringing all the tools your agents use most often into one place.



Give agents the flexibility to minimize their contact center controls to a single column toolbar when they want to focus on Dynamics 365.



As an omnichannel solution, ice can bring all your communications into Dynamics 365, including voice, email, web chat, IM, and more. All of these interaction types are managed in one place with common workflow automation.



Display real-time statistics for every queue an agent belongs to within a single table in the Dynamics 365 window. This keeps agents informed about what's happening in the contact center and prepared for their next interaction.

## 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.