



clink

CRM integration middleware for
the omnichannel contact center

CLink for CRM and contact center integration

CLink is a middleware for the real-time connection between CRM applications and contact centers. The unique architecture of CLink delivers into CRM and interaction management capabilities from the contact center supporting.

Challenges to overcome

If your organization faces one or more of the following challenges then CLink can help you overcome them.

- Agents constantly switch between CRM and contact centre screens while interacting with customers.
- Average handle time (AHT) and first contact resolution (FCR) metrics need improvement.
- Customers complain because they have to repeat the same information following a transfer.
- Managers have difficulty personalizing customer service due to the lack of interaction history in the customer records.

Compatibility to both ends

CLink connects the Aspect and Cisco contact centre platforms with all the leading CRM applications or any custom-developed CRM. CLink is certified by the respective vendors of both contact centres and CRMs.

Contact Centre Platforms

Aspect
Unified IP



Cisco Unified Contact Center Express (UCCX)

Cisco Unified Contact Center Enterprise (UCCE)

CRM Applications

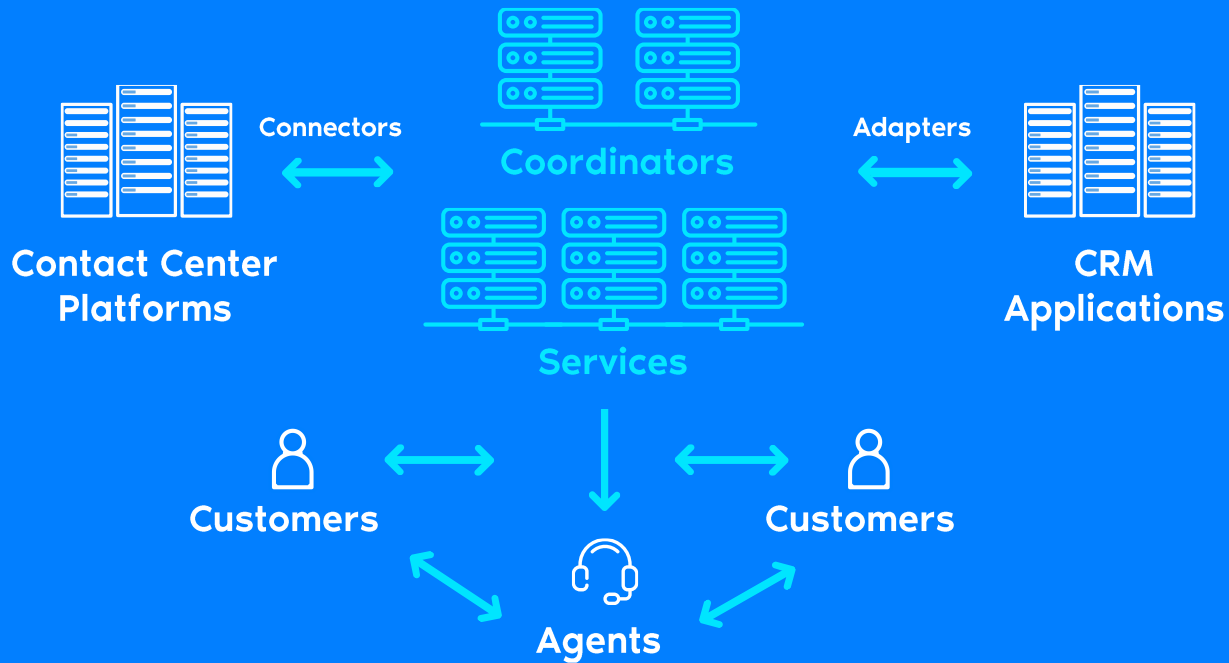


+Your custom CRM

Capable to handle extreme complexity

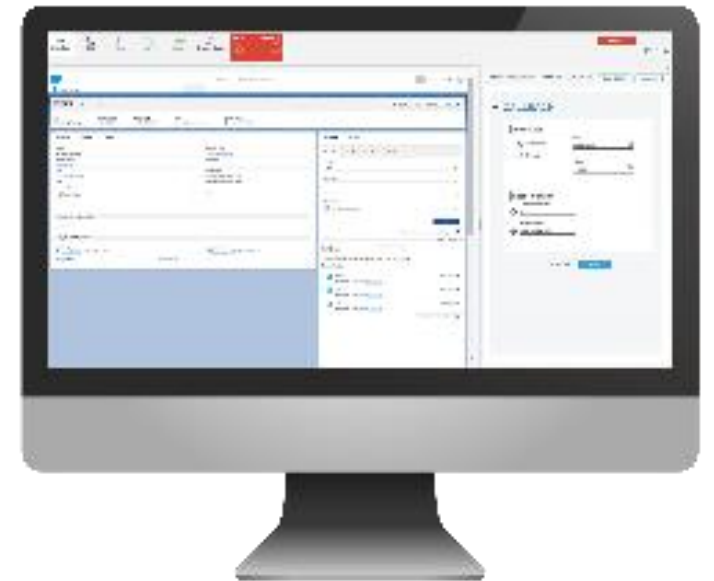
CLink can control the communication and synchronization between multiple instances of CRMs and contact centres of different vendors.

This unique feature makes CLink the middleware of choice for complicated contact centre environments where multiple vendors' systems coexist, as illustrated in the following example.



CRM and contact centre functionality on a single screen

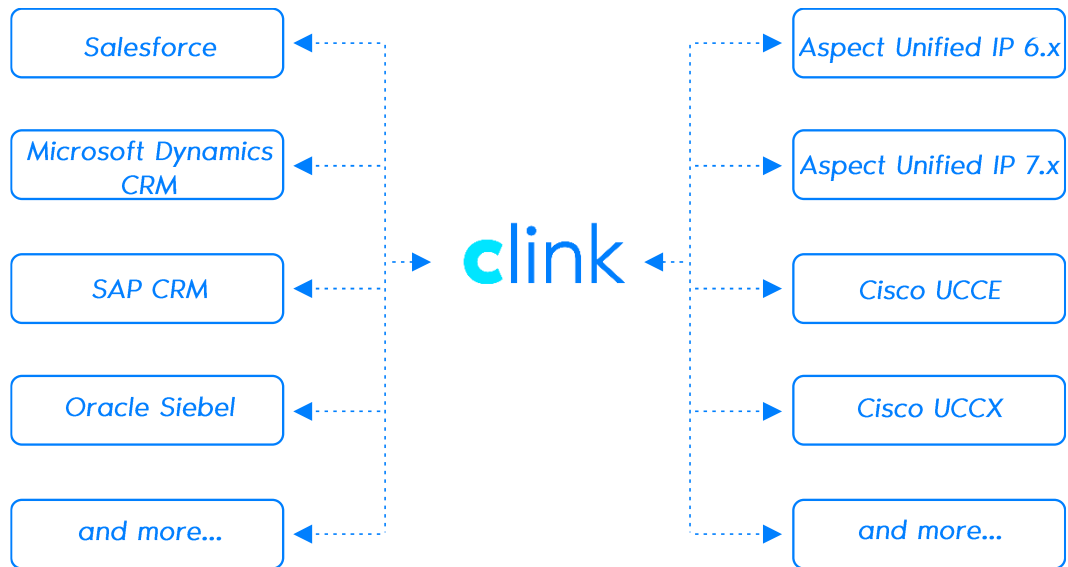
CLink brings in the screen of the CRM application the powerful features of the Cisco and Alvaria contact centres, so agents do not have to switch between multiple screens. Thus, agents can focus on delivering quality customer experience much easier and faster.



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Supports omnichannel customer Engagement

Besides the traditional voice interactions, CLink supports multiple communication channels allowing agents to address one synchronous (voice or video) and many asynchronous communications simultaneously, even in cases where the interaction channels are managed by different platforms.



Fast and reliable deployment

With decades of experience, our seasoned Service Delivery Team deploys a typical CLink installation in 2-4 weeks.

High availability and session persistence

CLink automatically restores and resumes all active processes. It supports N+1 redundancy for mitigating the risk of a single point of failure.

Load balancing

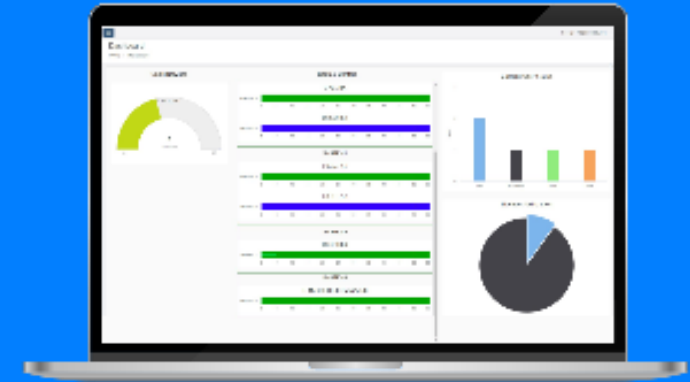
For cases of high communication loads, Clink balances the traffic between multiple servers and the portals or the access points of the contact centre. In this way, it prevents bottlenecks and ensures uninterrupted operations.

Expandability

CLink can accommodate as many agents as it is required with the deployment of additional servers. Furthermore, new servers can be added while the system is active to achieve zero-downtime upgrades.

Administration

The administration suite of CLink provides the monitoring of system utilization, system health, and other vital statistics of every CLink server, local or remote. System Administrators can supervise specific operations, broadcast messages to teams, and manage system logs through an advanced logging system.



Security

We designed CLink to adhere to strict data protection policies. Hence, it utilizes the SSL cryptographic protocol for enhanced security and supports the X.509 certification.

Benefits for your contact centre



Take agents' productivity to new heights

CLink relieves agents from the need to switch between the windows of the CRM and the call center application in order to perform telephony functions like putting calls on hold or transferring calls. Furthermore, it allows agents to engage with customers in multiple communication channels and achieve vast improvements in productivity.



Personalize your customer interactions

Integrating your CRM system with an omnichannel contact centre enables you to achieve a unique and personalized customer engagement. CLink allows your agents to interact with customers in multiple channels from inside the CRM Software.



Simplify administration and optimize operation

CLink makes the life of contact center administrators easier, offering high availability and load-balancing features that minimize major system events. In addition, it empowers them to optimize the contact center's operation through unique monitoring and reporting capabilities.

About Comsys

We are a leader in the digital customer engagement market. Our solutions help companies improve the customer journey and increase the efficiency of their customer service operations.

Our solutions

We offer software applications for contact centers that enrich the capabilities of the contact center platforms from major vendors.

clink

CLink is an advanced CTI middleware that enables real-time connection between the CRM and the contact centre.

cfront

CFront is a solution that enriches the contact centre with digital channels like co-browsing, WebRTC video, and social media.

clist

CList is an outbound campaign management application that implements sophisticated strategies for optimized campaign results.

ccube

CCube is a reporting application, specially developed for the omnichannel contact centre and digital customer engagement practices.

International presence

We have designed and implemented reliable, scalable, digital customer engagement solutions for organizations worldwide.

Europe: Belgium, Cyprus, Germany, Greece, Italy, Malta, Netherlands, Romania, Serbia, Spain.

Americas: Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, United States.

Asia, M. East and Africa: Philippines, South Africa, Turkey, Saudi Arabia.

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