clink

by comsys cx

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 center 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 to personalize customer service due to the lack of interaction history in the customer records.

Compatibility to both ends

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

Contact Center Platforms

Aspect Unified IP   **ALVARIA**™   **CISCO**™

Cisco Unified Contact Center Express (UCCX)

Cisco Unified Contact Center Enterprise (UCCE)

CRM Applications

Microsoft Dynamics CRM   ORACLE Siebel   ORACLE RightNow   salesforce

SAP CRM   servicenow   SUGARCRM   servicemax

+ Your custom CRM

Superior system architecture

CLink is based on an architecture that employs Adapters and Connectors to achieve flexibility.

Adapters allow the integration of CLink with the target CRM. There are available Adapters for all major CRMS and an interaction management web toolbar that is used for the integration with any custom-made application that resides at the agent side.

On the other side, our Connectors handle the integration of CLink with Alvaria (former Aspect) and Cisco contact centers solutions.
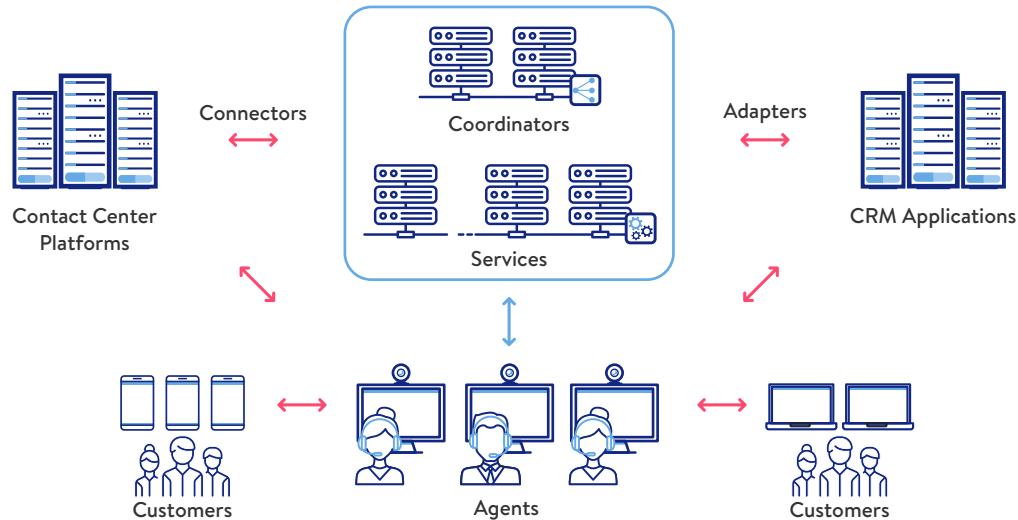
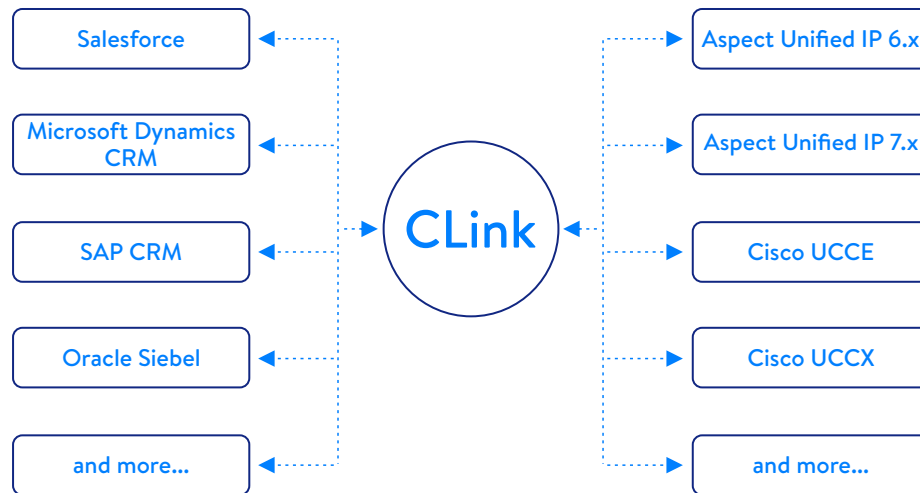# CRM and contact center functionality on a single screen

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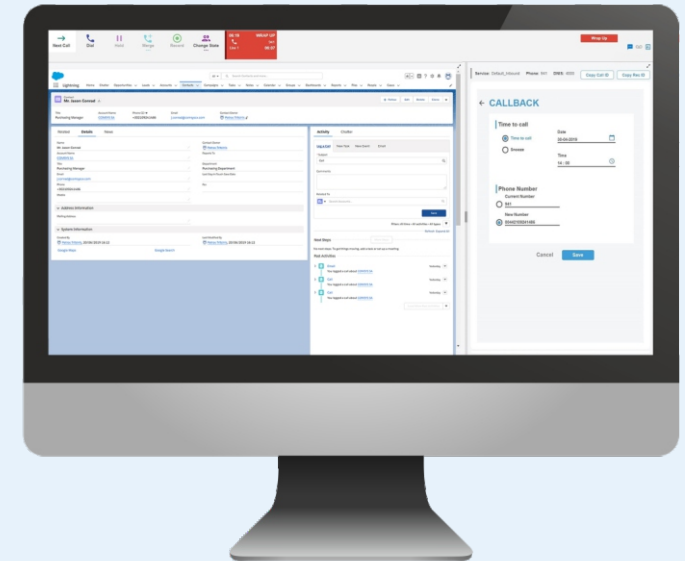
Capable to handle extreme complexity

CLink is capable to control the communication and synchronization between multiple instances of CRMs and contact center of different vendors.

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

Salesforce		Aspect Unified IP 6.x
Microsoft Dynamics CRM		Aspect Unified IP 7.x
SAP CRM	CLink	Cisco UCCE
Oracle Siebel		Cisco UCCX
and more…		and more…

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 that the interaction channels are managed by different platforms.

Voice · Web chat · E-mail · Text message · WebRTC Video · Web collaboration
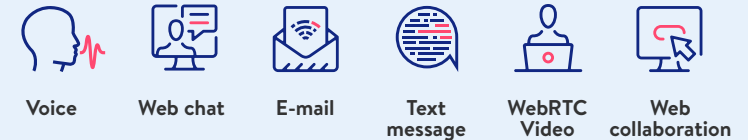
Fast and reliable deployment

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

clink

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 center. 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.
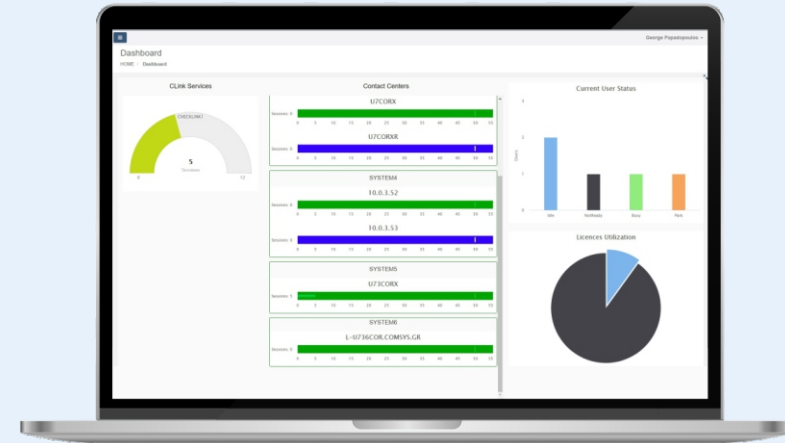
Security

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

Benefits for your contact center
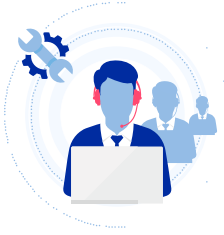
Take agents' productivity to new heights

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 a vast improvements of productivity.

Personalize your customer interactions

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

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 to this, it empowers them to optimize the operation of the contact center through the unique monitoring and reporting capabilities.

Meet 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 that enhance the capabilities of the contact center with powerful features.

clink
CLink is an advanced CTI middleware that enables the real-time connection between CRMs and the contact center.

cfront
CFront is a solution that enriches the contact center with digital channels like cobrowsing, 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 center and digital customer engangement practices.

International presence

We design and implement reliable and scalable, digital customer engagement solutions for organizations around the world.

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.

Contact us

227, Kifissias Ave., 14561, Athens, Greece

t: +30 210 9241486

e: info@comsyscx.com

w: comsyscx.com