



DYNAMIC OBJECTS

#### What We Do

Dynamic Objects Provides Microsoft Dynamics CRM consulting Services and Solutions to small, mid sized and large companies in Lebanon and the region.

We specialize in any type of deployment where customers want to leverage CRM to transform their business.

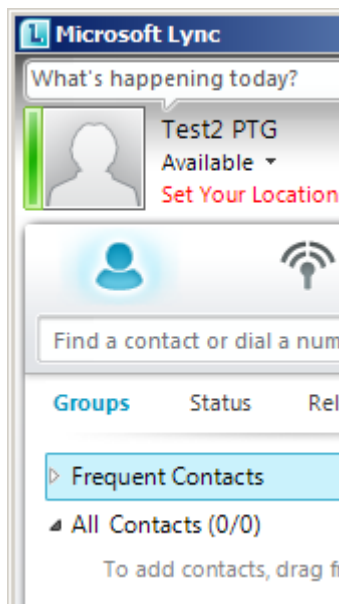
We can help you define, customize and install Microsoft Dynamics CRM to track sales, marketing and customer service.

# Microsoft Dynamics CRM 2011 CCA & LYNC Integration

The Customer Care Accelerator (CCA) for Microsoft Dynamics CRM 2011 delivers contact center functionality by combining, displaying, and manipulating data elements from disparate line of business applications in a single user interface.

Dynamic Objects Solution delivers full CTI integration with Microsoft Lync to answer calls, transfer calls to CSRs, hold calls, and dial directly from a single interface inside your contact center.

The solution detects and open Contact/Account details when making or receiving a call.



#### Dial, Hold, Change Status and Answer calls from one place

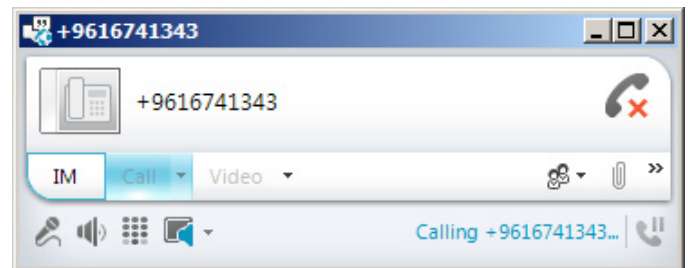
You can control your lync client directly from the CCA interface. An incoming call from an existing client will open the contact record and the CSR can choose to create a phone call activity to log the call.

When Dialing a number through the dialer, the system will open the related record if it exists in the organisation's database. CSR's can

change the status directly from within the application and notify colleagues.

#### Transfer Calls to Agents depending on Availability

Incoming calls can be transferred to other available agents. When a call is routed for an existing client, the contact form will open for the agent to whom the call is routed.



This will ensure that the other CSR has access to the client's profile, information and request.

#### Eliminate Duplicate Entry

Organizations can streamline business processes by creating desktop automation workflows.

Process automation eliminates the need for agents to re-enter the same data in multiple applications. Minimizing duplication helps to reduce human error and ensures a consistent customer service experience.

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