



- Efficient and accurate outbound dialing with detailed call logs
- Lower call resolution times
- Enhanced historical customer data
- Reduced hold times
- Increased productivity and higher call volumes

Combine WorldSmart's feature-rich on-demand unified communications services with Salesforce.com's advanced Call Center Edition for dramatically improved productivity.

WORLDSMART, ON-DEMAND COMMUNICATIONS

WorldSmart is a suite of on-demand unified communications services, which integrate voice PBX, auto-attendant, voice mail and call distribution services, as well as secure instant messaging, email and conferencing all over your existing broadband connection. Like Salesforce.com, WorldSmart's hosted on-demand delivery keeps capital investment low and aligns operating costs to business value for small and medium sized enterprises.

CRM + CTI = CUSTOMER SATISFACTION

By integrating an easy-to-use soft phone within Salesforce.com's browser window and delivering several innovative productivity features, organizations large and small are able to increase productivity, which leads to improved customer service and an enhanced 360 degree view of end customers.

BROWSER-BASED SOFTPHONE

The WorldSmart Call Center Adapter enables employees and call center agents to perform all of their critical tasks directly in a Salesforce.com window, which yields greater efficiency and customer satisfaction. The integrated softphone includes three available lines, a dial pad, hold button, transfer button and a suite of productivity features to deliver real-time customer data to an employee's desktop.

INBOUND CALLS: SCREEN POPS

Caller ID data from incoming calls routed to the users' desktop will be matched to relevant customer information instantly. Screen pop-ups present a real-time, convenient Salesforce.com view with relevant information such as pending sales opportunities or open support cases.

OUTBOUND CALLS: CLICK-TO-DIAL

With Salesforce.com customer data at the users' fingertip, the WorldSmart Call Center Adapter turns all instances of phone numbers into hyperlinks. A call to a customer can be initiated by a single click. The date, time and duration of all interactions will be logged. Call notes can be entered by the users to accurately track customer interaction history.

SPECIFICATIONS

WorldSmart Call Center Adapter for AppExchange requires:

- Windows® 2000, XP, or Vista
- Salesforce.com Professional, Enterprise, Developer, or Unlimited Edition (Team/Group Editions are not supported)
- Internet Explorer® 6.0 or later
- 256 MB RAM (512 MB recommended)
- 20 MB of free disk space
- Pentium® II 500 MHz processor or faster
- Microsoft® .NET Framework 2.0

INSTALLATION

WorldSmart Call Center Adapter can be activated in minutes. Once a WorldSmart subscription is set-up, a desktop installation application will connect the agent's Salesforce.com browser to the full-featured, enterprise-grade WorldSmart service.

FREE TRIAL

For a risk-free trial account, visit:

<http://www.worldsmartcentral.com/salesforce>

SUPPORT

With only a broadband connection and a web browser, Call Center Adapter users can be up and running in any location in minutes. Customers will have full access to WorldSmart technical support. Representatives are available to assist with the set-up of WorldSmart-Salesforce.com integration. Maintenance and upgrades are managed remotely by WorldSmart network operations.