



# CRM Integrations

Consolidated agent desktops for fast, personalized service

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**NICE CXone Agent Workflows provide pre-built CRM Integrations that consolidate your customer context and contact center controls into a single interface, for more efficient agents and exceptional experiences. With quick and easy access to the tools and information they need, agents can handle more interactions in less time—and deliver more personalized service. Use your CRM data to identify customers and connect them to the ideal agent, improving first-call resolution, average handle time, and customer and agent satisfaction.**

NICE CXone provides the most out-of-the box CRM offerings in the industry, including integrations for Salesforce, Oracle, Microsoft Dynamics, ServiceNow, Zendesk, Pega, Kustomer and Hubspot. These can be deployed in hours, and scale as your business needs evolve.

## PERSONALIZE EVERY INTERACTION

CXone CRM integrations empower agents with a 360° view of data from across the entire customer journey using the CXone Agent Workflows.

- Deliver more personalized interactions that take less effort, make customers feel valued and set you apart from the competition.
- Shorten average handle time by delivering all relevant customer information to the agent before the interaction begins.
- Increase agent satisfaction by empowering them to deliver better outcomes for customers and the business.
- Maximize your CRM ROI by leveraging your CRM data to improve customer interactions in your contact center.

## INCREASE AGENT EFFICIENCY

An integrated desktop gives your agents quick and easy access to the tools and information they need to handle more interactions in less time.

- Reduce agent effort with a unified CRM and contact center desktop that eliminates the time spent navigating between separate applications.
- Streamline call handling with an integrated softphone and click-to-dial capabilities.
- Improve contact handle time by automatically delivering a holistic view of the customer's history directly to your agent's desktop so they can quickly determine the next best action.
- Reduce after-call work by automatically updating your CRM with contact center interactions data.

## BENEFITS

- Personalize service with complete customer history and full context available at your agents' fingertips
- Increase agent efficiency with a consolidated interface that reduces effort and handle time
- Connect customers to the right resource, on the right channel, right away
- Make better decisions across all aspects of your business with unified reporting
- Deploy and maintain easily with a pre-built integration that installs quickly and scales flexibly
- Reduce training time as agents will be using a familiar interface—their CRM environment

## Integrations With Leading CRM Systems



**Don't see your CRM listed above? No problem! Several of our DEVone Partners provide integrations to other off-the-shelf, custom-built and home-grown CRMs. Visit the DEVone CXexchange at [nice.com/devone-ecosystem](https://www.nice.com/devone-ecosystem) to learn more.**

## CXone CRM Integration Capability Matrix

CAPABILITY
SSO Login
Integrated Softphone / Web RTC
Agent Bi-directional Presence Sync
Interaction Data Sync
Data Memorialization
Voice
Digital Channels
WEM Integration
Skills-based Routing for Voice
Skills-based Routing for Digital Channels
Channel Elevation
Ability to Integrate Multiple Instances of CRMs
Custom Workspaces
Enlighten AI Agent Assist Products

## CONNECT CUSTOMERS TO THE RIGHT RESOURCE

Use your CRM data to identify customers and route them to best-suited resource.

- Increase customer satisfaction by ensuring each contact is handled by the best-qualified resource.
- Improve average handle time and first call resolution by reducing the number of transfers, consultations and follow-up calls.
- Increase agent satisfaction by ensuring agents receive contacts they can handle successfully.

## MAKE BETTER DECISIONS

Combine your contact center data with your CRM for a holistic customer view that empowers you to make truly informed business decisions.

- Create holistic customer journey information by automatically synchronizing data between your contact center and CRM system.
- Empower agent self-management through performance and productivity reports.
- Improve the scope, quality and accuracy of customer data by eliminating errors from manual updates so agents have the most current customer context.
- Empower agents with the most comprehensive and current customer insights.

## ACCELERATE OPERATIONAL AGILITY

Eliminate delays, costs and risk with a tested, pre-built integration.

- Deploy in hours, not days or weeks.
- Eliminate the costs of building and maintaining custom-built integrations.
- Update and scale when it suits your schedule and business needs.
- Leverage your existing CRM investment and improve every contact center interaction.

## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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