



Partner Recommendation Leads to CTI and CRM Integration

OVERVIEW

Why AMC Technology?

INDUSTRY

Healthcare

COMPANY PROFILE

Novo Nordisk® is a global healthcare company with 90 years of innovation and leadership in diabetes care. The company employs 35,000 people in 75 countries and markets its products in more than 180 countries.

GOALS

Integration between Salesforce and Cisco for the company's human resource helpdesk

SOLUTION

AMC Technology's Contact Canvas™ was used to provide accurate customer data automatically delivered to the agents' CRM when answering calls.

BENEFITS

Employees were able to automatically generate cases for employers from improving agents' productivity and eliminating the need to manually enter or look up information.

CASE STUDY

Novo Nordisk® + Contact Canvas™

As a customer, one of the most infuriating activities when calling into a call center is having to enter or state your account number, name, etc. By integrating CRM platforms with CTI platforms, this step can often times be avoided, which also leads to less time an agent needs to be on each call.

When Novo Nordisk® realized there was a real need for integration between their Salesforce (CRM) and Cisco (CTI) platforms for their human resource helpdesk, they received recommendations from Salesforce and Cisco to contact AMC Technology for Contact Canvas™ information. Novo Nordisk requested a solution that would connect the two platforms, increase agent efficiency and customer service experience with quicker call resolutions.

SOLUTION

AMC Technology Contact Canvas™ provided the ability for the correct CRM customer data to be automatically delivered to the Novo Nordisk® helpdesk agents when they answered a call. Access to caller data while handling the call provided additional efficiencies to call handling that resulted in saving seconds per call. Reducing the time spent on calls results in an increase in productivity, benefiting the customer experience.

Integration between the CRM and CTI systems provided agents with call control, agent session management and screen pop technology based on the incoming callers' phone number. CTI integration provided the agents with call transfers, call conferencing and the click-to-dial ability within the CRM. Because these features were now available to the agents, they were able to maintain their focus within the Salesforce CRM application for all of the customer service activities.



“The ability to have business rules dictate call routing to ensure that the employee reaches the right agent is a good feature.”

- Senior I.T. Product Manager,
Novo Nordisk

BENEFITS

AMC Technology’s Contact Canvas™ for open CTI integration provided Novo Nordisk’s employees the ability to automatically generate cases from incoming calls, improving agents’ productivity and eliminating the need to manually enter or look up information. Agents now have the ability to keep their focus on resolving callers’ questions instead of data entry, which saves the call center valuable minutes and gives the caller a better customer service experience.

ABOUT AMC TECHNOLOGY

AMC Technology is a global leader in contact center and CRM integration with a vision for improving the customer experience through increased agent efficiency and personalization capabilities. With over 23 years of experience, AMC Technology leads the market in providing contact center integration expertise and best practices. AMC powers contact centers and customer interactions for companies around the globe through its certified platform – Contact Canvas™ and unparalleled expertise. AMC products are certified by technology partners and allows businesses to more effectively manage all types of customer relationships while delivering superior levels of customer service and improving productivity.

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