

Natterbox Advanced Voice Services



PRODUCT REVIEW PRODUCT REVIEW PRODUCT REVIEW

Salesforce is undoubtedly one of the best CRM products available and Natterbox makes it even better. Its Advanced Voice Services (AVS) solution snaps seamlessly into Salesforce and it claims to be the only solution that can do this 100 per cent natively. This makes AVS unique because it's the only global cloud IP PBX service that extends complete call control and management to the Salesforce web portal.

AVS is incredibly easy to deploy: once logged in to AppExchange, you can select it from the store and watch it automatically load to the Salesforce portal. No hardware is required and nothing is installed locally - it really is that simple. Existing phone numbers are ported over for you and new numbers can be purchased through the Salesforce portal. Natterbox provisions them automatically and they appear in the main portal for immediate use. Users will only require minimal training and they will be productive within minutes of deployment. Additionally, it is Lightning Ready so it'll work with Sales Cloud, as well as Service Cloud.

With only minimal changes to the Salesforce portal, users will observe that the AVS webphone appears in their personal contacts page. This removes the need for hard or soft phones so that users can make and receive calls from anywhere, providing that they can log into their Salesforce account.

AVS call handling is outstanding. When a new call is received AVS creates a new Salesforce lead or contact using the phone number. Agents can then update these records during the call and add any new data. Inbound callers can be routed to the correct office, department, or agent, and when they answer a call, the relevant Salesforce data is automatically presented. Call handling uses policies that apply multiple rules to determine routing and AVS snaps in to the existing Salesforce process builder so again, no additional training required.

Rule actions include adding welcome messages by typing them and this avoids the need to record them because the AVS text-to-speech feature will do this for you. We could easily add other actions including another switchboard, call recording warnings, routing to other groups or agents with call load balancing, and much more.

Rules can query the Salesforce contact database, match callers to agents and present them with the information that they need, as they need it. Location based rules ensure that callers from a particular country are directed to a contact centre and an agent that speaks their language.

Sales opportunities can be prioritised with policies and selected customers can be put through to specific sales agents. AVS can also link with the Salesforce invoicing system

so that late payers are automatically routed to the accounts department.

Reporting is another strong feature and AVS uses the Salesforce engine, installing over 120 report types out of the box. These are highly detailed AVS reports on Salesforce users and not just phone numbers so that you can review every aspect of valuable sales leads, including the handler.

All recorded calls are stored in a Natterbox global data centre and securely encrypted. Immediately available from the Salesforce portal, they are a great telesales tool and ideal where verbal contracts are used. AVS also provides custom wallboards for call centres. Custom displays can be easily created by using drag-and-drop and a single wallboard showing global activity is offered.

The near-perfect integration makes Natterbox AVS the ideal Salesforce partner and a top choice for the new breed of micro-multinationals. It allows sales staff to react quickly to opportunities, to close deals faster and, crucially, to improve the customer experience and increase revenue. **NC**

Product: Advanced Voice Services
Supplier: Natterbox Ltd
Web site: www.natterbox.com
Phone: +44 (0) 203 510 0500
Email: hello@natterbox.com
Price: Starting from £15 per user per month