Connectors

CallMiner Eureka and Salesforce CRM Connector

The Salesforce Connector combines the ability to analyse contact center conversations and Salesforce CRM interactions and data to create a 360-degree view of customers that leverages consistent insights and metrics within the contact center and across the organization and across channels.

Empower Agents with Omnichannel Customer Insights

Contact center agent, supervisor, and CRM user benefits:

- Linked customer data and insights for Salesforce and CallMiner Eureka interactions
- CallMiner analytics and intelligence applied to Salesforce CRM interactions
- Salesforce CRM users and managers gain access to CallMiner Eureka intelligence by customer, teams or departments
- Drive business outcomes align customer and agent scores with CRM business metrics

Connect the Dots Between Customer Satisfaction and Business Impact

- Big picture reporting capability that includes CRM and contact center metrics.
- Omnichannel Insights and metrics span voice, chat, email, SMS/text, survey
- Consistent metrics and analytics across contact center and CRM interactions

Enhance Customer Service:

- Personalized customer experiences enabled by empowered agents.
- Reduced customer friction points by eliminating data silos.
- Consistent customer experiences across the organization

Bidirectional CRM Connectivity – Enabling the Full Picture of Customer Interactions

- Personalized customer experiences enabled by empowered agents.
- Reduced customer friction points by eliminating data silos.
- Consistent customer experiences across the organization

CallMiner Eureka view of Analysed Salesforce Customer Chats

< IM2K		Ade Fowler	00000	Quality	03/05/21	4:05 am	Nora Cerrisons	30 s	0		0%	0%	00.02
++ H	► 1X *	₩ H	•									6	
	carecard	journey									Sec.		
											CMUH		1.0
0									S-1	B		Inex (IN)	
											8.0	Contabration - Nand You	100
Ag	2005						ank you for colling yea Agent into					Call Dynning - Thank year, be sating	174
		davely 1	Winy Agent Intro	Froper Opening Idee	sty Self Call Opening #	hyname i name i	k reducted your -Oledactedo	Agent intro name redact	id .			Contaileration - Thank No.	104
												Delivery - Deglewe	10
Castor	-	6s with red	ated									Call Specing - My name is Call Specing - My name is	10
40	201	75 Niredect	of Million In Look	Disa Jawa Dala ya	Proper December Cities	And the second second	Versite Assort New Assort Page	and the later of t	en la trad litere tra			interantical systems	10
			help you today									Inform Centres	154
												Glarus (A)	24
Castor	ener	20 yethym	should have some	seconds on my machine	ine i dan't knew how ye	abol (heat op m	obside under second bing				0.0	interry - Carpenn	204
A0	2010	17) Ny Real	Wy Tecanit, Proce Life above Procent Phone Into earther and you have a Facure. Phone Life above Procent Phone Into earther of your Procent Phone Life accent.									Consideration - Thenk No.	100
												Balinety - Confirms	10
Castor	ener		od reducted									Belivery - Confirms	160
												Consideration - Nank You Indicates - Confirms	160
		okay let										Nelivery - Confirms	24
Ag	201	30s mellette	e									Coll Sporing - My name it	
												and a standard the set of the set	
		10 repar	to to your in the ye	uh .								Norman - Degimer	
Cartor	06	415 ohav									2.0	Different Mill	
											8.0	Delivery - Earphone	
Ag	pont	41a 30 Willin	to Asket How As	int Help you have We	ing to Assist. How Assi	at Hidp you can b	elp you so					Details and the American State	
Cartor	ener	444 you know	owe have a issue t	hat came put and five	dit we used it and now.	ee have i don't kr	ow fits the Product loans (Pro	tilen.				Delivery - Degivers	
												Delivery - Deglivere	-
											2.0	Contribution - Thank No.	-

• Analysed Salesforce data in CallMiner Eureka includes chat, email, SMS, survey data and metadata

Analysed Salesforce data in CallMiner Eureka includes chat, email, SMS, survey data and metadata

Bidirectional CRM Connectivity – Enabling the Full Picture of Customer Interactions

- Customer preferences and issues
- Customer purchase history/lifetime value
- Expanded omnichannel interaction access

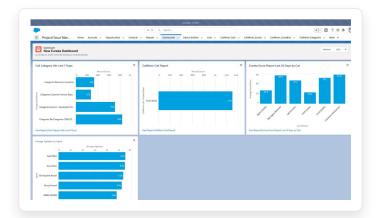
Salesforce CRM Users and Managers – Expanded Customer Understanding

Salesforce CRM users can access valuable customer understanding from the contact center without ever leaving the CRM system – for example, view topics such as, "complaints and escalations" and customer satisfaction scores.

Salesforce Dashboard Creation Enables:

- Contact center volumes, and metrics aligned with the business impact.
- Contact center trends, insights and scores including agent quality, call emotion, CSAT scores, and CX.
- Evaluate sales conversations against customer experience to evaluate team and department performance.

Salesforce users gain access to Eureka contact center data and metrics



- View CallMiner scores and comments
- Audio and text interaction insights

Coaching to Drive Desired Business Outcomes

Aligning agent quality scores with business outcomes in Salesforce CRM makes coaching even more effective.

Coaching Benefits

- Eureka helps Salesforce users identify areas for coaching improvement.
- Coach based on agent metrics compared to business outcomes.
- Identify coaching topics driven by business metrics such as revenue or customer churn.

Omnichannel Insight – Scored and Shared Consistently

Omnichannel insights allow for customer understanding across channels (audio, text, etc.). Unifying and consistently evaluating those omnichannel interactions across both CRM and contact center interactions provides insights across channels and the organization.

Pre-built Integration: Simplified Deployment and Maintenance

Pre-built integration designed with enterprise-grade security eliminates the need for IT staff to build and support integrations – enabling faster deployment and freeing up valuable resources. The CallMiner Salesforce Connector links organizational intelligence – leveraging scalable, tested, packaged integrations to and from the CallMiner and Salesforce platforms that are supported by CallMiner.

Bidirectional Metadata - Salesforce Metadata (descriptive data) allows CallMiner users to group and filter customer data by agent, team, customer value, number of contacts, etc.). CallMiner metadata sent to Salesforce links conversational details such and metrics and amount of silence in call.

Omnichannel Insight - Scored and Shared Consistently

- Pre-built, scalable and securely extensible integration between CallMiner Eureka and Salesforce
- Bidirectional data and metadata integration and visibility
- Data agility including audio, text, CRM and other data sources.
- Built, tested and maintained by CallMiner.

<u>To learn more please visit: callminer.com</u>

"CallMiner", "Eureka", "Eureka", "Eureka Analyze", "Eureka Coach", "Eureka Alert", "Eureka Redact", "Eureka API", "MyEureka", "MyEureka", "Eureka Analyze", the "CallMiner Eureka" logo, the "CallMiner MyEureka" logo, the "CallMiner EurekaLive" logo, "Listen to your customers. Improve your business.", "Feedback Is A Gift", "Listen", "Engagement Optimization" logo, and "EO" are trademarks or registered trademarks of CallMiner, Inc. in the United States and foreign jurisdictions. Other product names mentioned herein may be the trademarks of their respective owners.



©2021 by CallMiner. All rights reserved.

Corporate Headquarters

200 West Street Waltham, MA 02451 +1 781 547 5690

Sales

<u>sales@callminer.com</u>

Social

facebook.com/callminerinc.

twitter.com/callminer

linkedin.com/company/callminer