

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

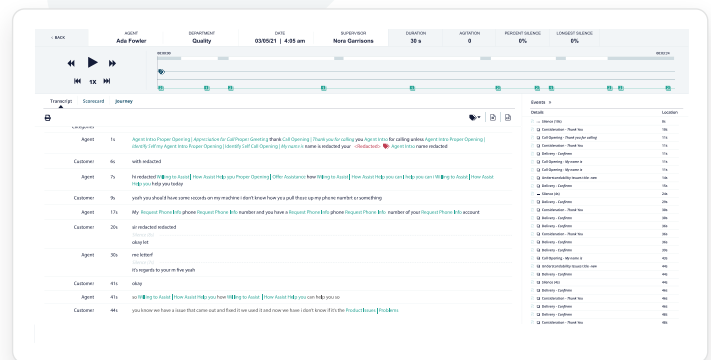
Enhance Customer Service:

- 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

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CallMiner Eureka view of Analysed Salesforce Customer Chats



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

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Bidirectional CRM Connectivity – Enabling the Full Picture of Customer Interactions

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

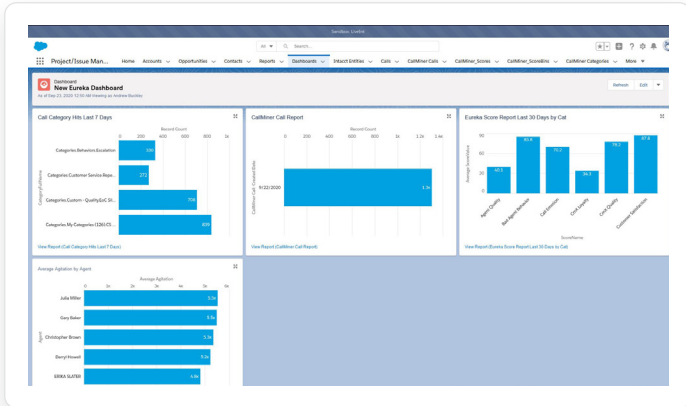
Salesforce CRM Users and Managers – Expanded Customer Understanding

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 as 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.

To learn more please visit: callminer.com

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