



STAR TELECOM

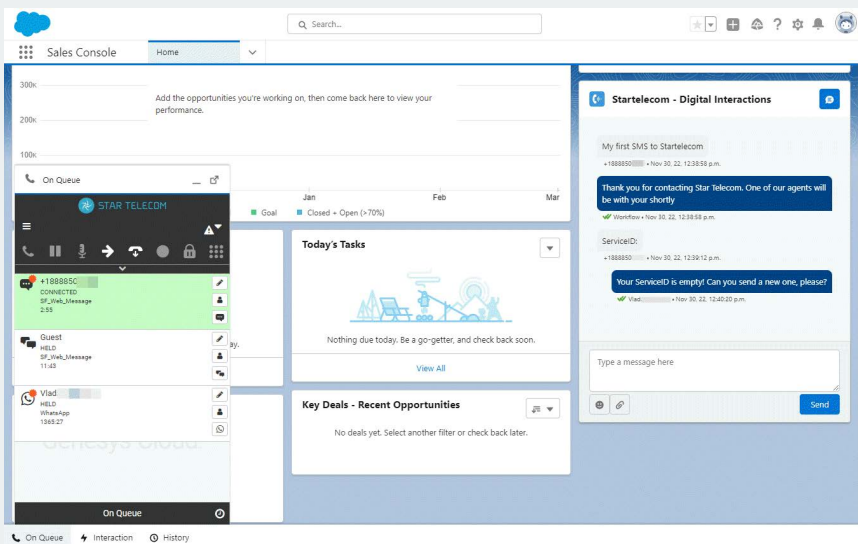


Star Telecom Salesforce Connector

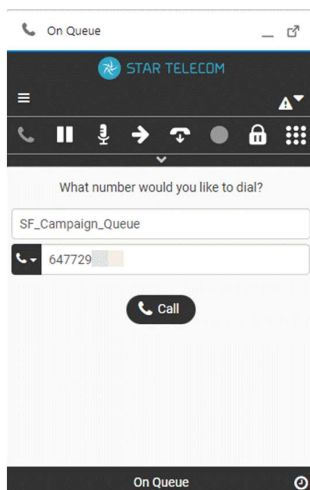
Star Telecom Salesforce Connector

The Salesforce Connector by Star Telecom provides a superior omnichannel agent desktop experience that tightly integrates Genesys Cloud CX with Salesforce and helps drive lower AHT and higher agent productivity.

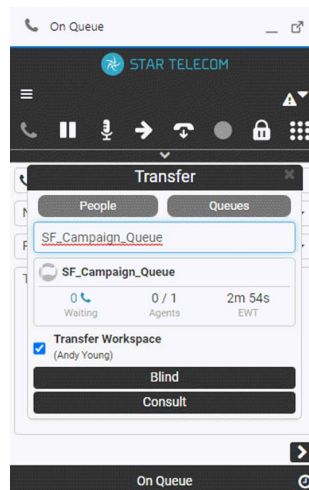
The software provides a user-friendly agent interface that includes all required softphone functionality, plus the ability to invoke Salesforce workflows and background tasks. It can also automatically store a wide range of interaction data within Salesforce for in-depth agent and management insight.



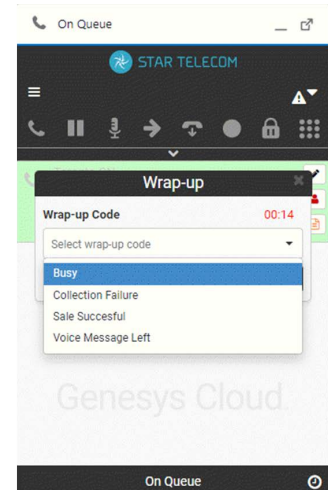
Multiple Interactions - Handling Digital & Voice Interaction types



Outbound Voice - Click-to-Call



Workplace Transfer



Voice - Wrap-Up

The caller's phone number is used by default to search for associated accounts. Phone number: 647729

Search for Account

Enter Account Name or Phone
647729

Select field to search by
☐ Name ☒ Phone

Select the appropriate account after validating it matches the caller's information. If none of these accounts match, please select "Create a new acc..."

Name	Phone	Rating	Account Number	Case Count
Vlad	(547) 729-XXXX	Hot	1234567	8

How would you like to proceed?
☒ Select an existing account
☐ Create a new account

Next

On Queue Interaction Utility History

Inbound Voice - Example of the Screen Flow

Liven up Digital Interactions with Emojis

Startelecom - Digital Interactions

Smileys & People

search emoji

Send

Search Results

Top Results

Accounts

ACCOUNT NAME	ACCOUNT SITE	PHONE	ACCOUNT OWNER ALIAS
Vlad		(547) 729-XXXX	Vlad

Contacts

NAME	ACCOUNT NAME	ACCOUNT SITE	PHONE	EMAIL	CONTACT OWNER ALIAS
Vlad			(547) 729-XXXX	v@startelecom.com	Vlad

Leads

NAME	TITLE	COMPANY	PHONE	MOBILE	EMAIL	LEAD STATUS	OWNER ALIAS
Andrei Alex	Director, Warehouse Mgmt	Aethra Home Products	(647) 729-XXXX		alex@startelecom.com	Working - Contacted	Vlad
Jack Rogers	VPL Facilities	Burlington Technical Corp of America	(647) 729-XXXX		jrogers@startelecom.com	Closed - Converted	Vlad
Andy Young	VPL Operations	Dickinson plc	(647) 729-XXXX		ayoung@startelecom.com	Closed - Converted	Vlad
Candyr Chen	VPL Technology	Ase Iron and Steel Inc.	(647) 729-XXXX		candyr@startelecom.com	Closed - Not Converted	Vlad
Betty Barr	VPL Administration	American Banking Corp.	(647) 729-XXXX		bbarr@startelecom.com	Working - Contacted	Vlad

Don't see your result?
We searched the objects you use most, but we didn't search everything.

On Queue Interaction Utility History

Inbound Voice - Search and Screen Pop



Multiple CRMs? No Problem.

For clients with multiple CRM systems, Star Telecom's Salesforce Connector is based upon a unique "Multi-Connector" design, which enables Star Telecom's team to integrate other CRM systems (separate cost) and deliver even more benefits. It also avoids the need for clients to purchase and support softphone products from multiple vendors that have different end user designs.

Technical Highlights Include:

- Supports Genesys Cloud CX Inbound Voice, Outbound Campaigns and Chat, Web Messaging, Email and SMS interactions
- Design based on the Genesys Embeddable Framework plus Star Telecom's Multi-Connector Wrapper
- Supports wide variety of softphone functionality such as auto or manual answer, pause, hangup, mute, outdial and agent-to-agent screen transfer
- Supports Genesys Cloud CX wrap-up code configurations
- Ability to invoke Salesforce Apex class as Extension Points (e.g., click-to-dial, screen pop, connected, disconnected or wrap-up events)
- Ability to invoke Salesforce Actions through customized screen workflows on multiple interaction events, and to execute custom actions from within flows (e.g., screen pop records or URLs in Salesforce primary or sub-tabs, add data attributes to current interaction, etc.)
- Extensive Interaction Data available for automatic storage within Salesforce
- Powerful administration facility for tailoring each agent group's experiences
- Compatible with Salesforce Lightning Experience, Sales Cloud and Service Cloud
- Setup within hours