

CRM INTEGRATION SOLUTION



Enreach UP's CRM integrations optimizes communication services to your CRM

UP Dialing & Screen Popping via UP Desktop Client

UPDesktopClient allows users to easily initiate calls and manage screen pop-ups directly from their PC. By highlighting a number or clicking the telephone icon next to the number in any application or web browser, users can trigger a call with UPDesktopClient, which automatically handles the removal of full stops, hyphens, and applies any necessary prefixes.

This action will automatically dial the number using UPDesktopClient's softphone line or the call can be launched on the associated user's IP phone.



LET US WORK WONDERS FOR YOU

LEAVE US A MESSAGE

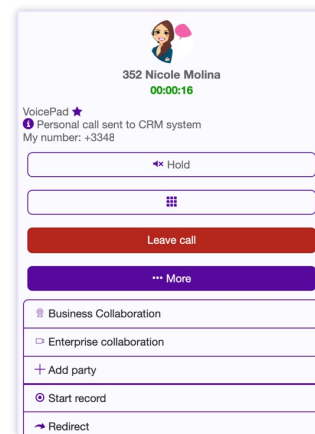
Your name

Company name (Optional)

GIVE US A CALL

+31 88 889 0 89

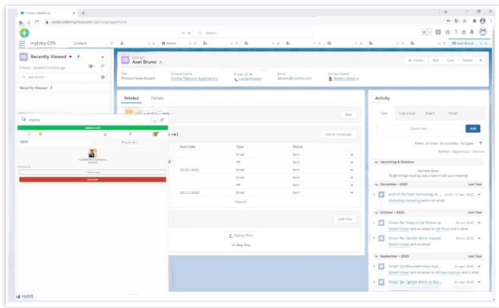
We are here to help you with any questions or queries you may have about our contact technologies, brands, group or anything else that pops into your mind.



Create Contact Magic



SALESFORCE INTEGRATION



The **UPDesktopClient** integrates seamlessly with Salesforce.com (Sales Cloud), providing an embedded telephony solution within the CRM environment.

This integration supports Click-to-Dial functionality directly from Salesforce without requiring additional workspace configuration.

Additionally, when an incoming call is received, the relevant customer card, such as leads and contacts, is automatically displayed, enabling users to quickly access and manage customer interactions.

UCC CONNECT

Applications & CRM (Click2Call & Pop Up)



UCC Connect is an add-on for UPDesktopClient that enhances the user experience by connecting to third-party "contacts" applications. It provides connectors to over 20 CRM solutions, including Salesforce, Microsoft Dynamics, SugarCRM, and Zoho CRM. This integration enriches the UPDesktopClient experience in several ways:

Search Contacts: Easily search for contacts within third-party applications.

Enriched Caller ID and Call History: Enhance the information from connected third-party apps.

Automatic Contact Screen Pop-up: Automatically display the contact details screen from a third-party application when receiving an incoming call.

UCC Connect is available in two versions:

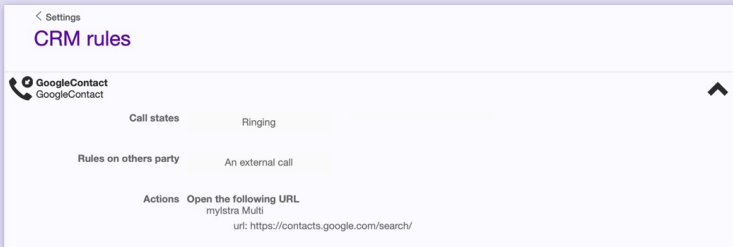
1. UCC Connect Express: Connects to third-party directory applications, such as Google Contacts or locally installed Outlook connectors.

2. UCC Connect CRM: Includes all the features of Express, with additional connectivity to third-party CRM systems, such as Salesforce and many others.

Create Contact Magic



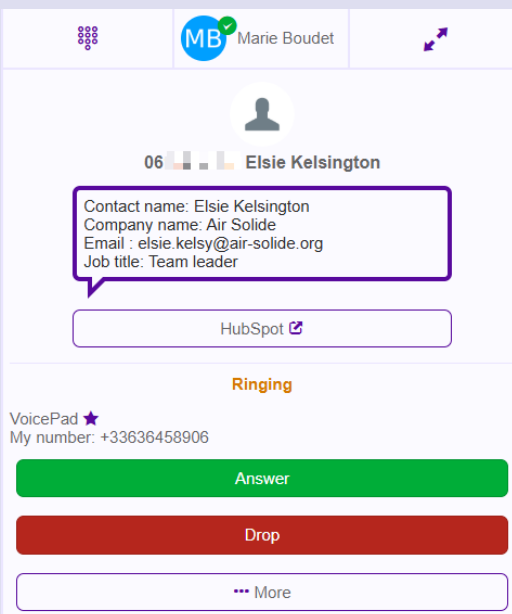
MYCRM



myCRM allows you to create and manage CRM rules that retrieve data from the third-party directory applications. These rules can be applied to both incoming and outgoing calls.

In **UPDesktopClient**, these rules can be applied directly to your extension number, to your group extension, or to your ACD (Automatic Call Distribution) group extension, providing flexibility in how CRM data influences call handling.

CLOUDCTI



CLOUDCTI makes it easy for your business to identify who's calling. By connecting with your CRM system, it automatically matches incoming phone numbers with the correct names from your contact list.

This means every time a call comes in, the caller's name and other information will be shown on your devices, making it easier to manage your communications. This feature works for all employees who have it enabled and applies to all their phones and numbers. It's a cloud-based service that your enterprise administrator can set up easily using a program linked through **myTelephony**.

Want to know which CRMs are supported by CLOUDCTI?

[Click here](#) to see the full list.