



**BECLOUD**

Solutions for innovation

# About us



BeCloud Solutions' revolutionary cloud and AI technology delivers the industry's simplest, most powerful **Cloud Contact Center**. It's new, it's different, and it's designed to transform how fast, effortless **Customer Service** is delivered. With feature-rich capabilities, rapid deployment, and an intuitive, easy-to-use interface, BeCloud Solutions enables organizations to provide exceptional customer experiences—quickly and efficiently.



**HEADQUARTER UK**  
London (Bournemouth)



**ITALY REGIONAL OFFICE**  
Milan (Seregno)



**CUSTOMERS**  
24 Countries, 5 Continents, 14 languages & 23 timezones



**4 AWS PLATFORMS**  
Frankfurt, Sydney, San Francisco, Singapore

**24/7 Follow the Sun Support**  
*Global Presence*



100%  
Cloud

1

Single  
vendor

+10

CRM  
integration



Artificial  
Intelligence



24/7, 365  
support

# CTI integration with SALESFORCE



salesforce **PARTNER**

salesforce available on AppExchange

# CTI integration with Salesforce



Be360° is a Cloud Integration platform — iPaaS (Integration Platform as a Service). It **enables the integration of different applications** (Cloud, On-Premise, Legacy) without the need to add architectural complexities such as additional software, appliances, or custom code.

Thanks to the implementation of the CTI Phone Bar within the Salesforce layout, it is possible to **manage communications across all contact channels** and **allow agents and operators to handle incoming interactions** enriched with all the information stored in the CRM.



## Browser

Google Chrome, Firefox, Edge o Safari



## Phone

Softphone embedded to the platform, IP Softphone, or PSTN line



## Chat

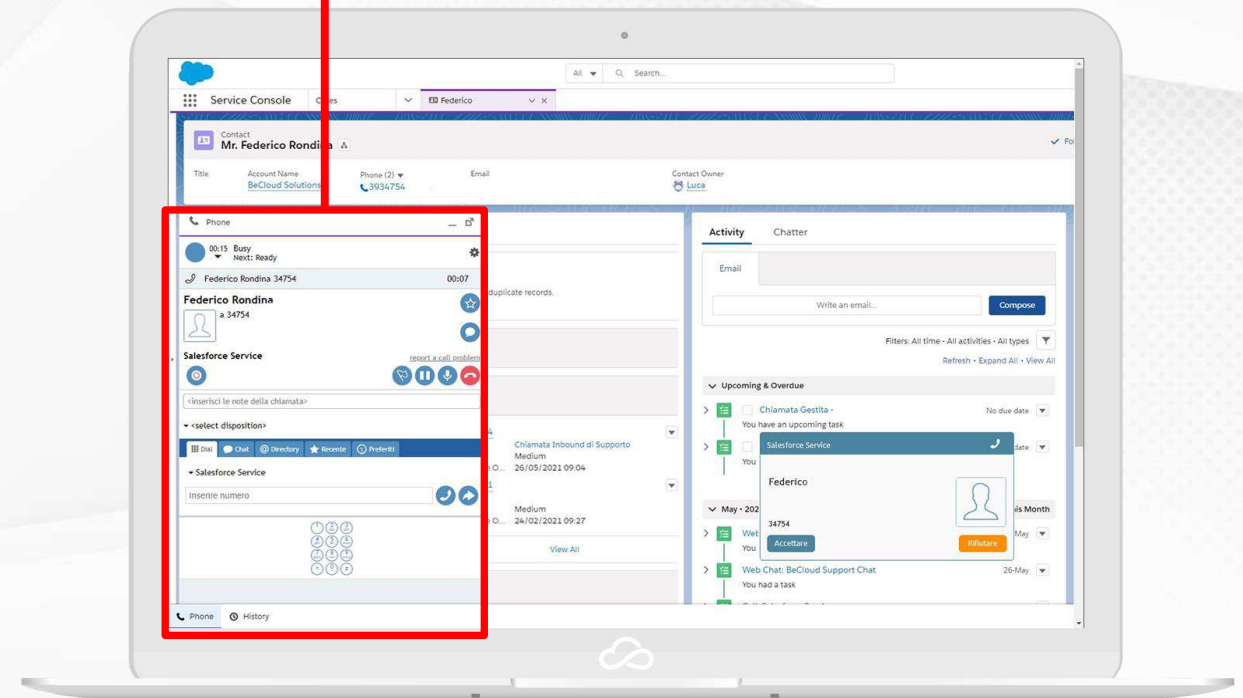
Webchat, SMS, WhatsApp Business, Microsoft Teams



## Single Sign On

BeInContact single sign on

CTI Phone Bar directly within Salesforce environment



# CTI integration with Salesforce



## Some features



### DATA SHARING

Collected data allows agents to respond faster, cutting wait times and personalising the experience.

### CALLER VISUALISATION

It allows the agent to immediately identify the caller and their characteristics thanks to the data stored in the CRM.



### CLICK TO CALL

It optimises the daily operations of agents, who no longer need to dial the phone number manually: the Softphone will do it automatically.

### PERFORMANCE ANALYSIS

It allows monitoring of activities and performance to analyse data, encourage goal achievement, and improve the customer experience (CX).



### Identification & Screenpop

Identify the caller based on variables such as phone number, incidents, and fields, and assign them a priority according to the data.

### Self Service & Automation

Automatically create tickets for after-hours calls or voicemail, and read, update, or delete cases after a call or chat interaction.

### Automatic list sync

Profile lists in Salesforce to configure a campaign and filter fields, automatically importing the content into BeInContact.

### Predictive, Progressive, Preview dialer

Use different automatic dialing methods based on business needs.

### Unified supervision

Operator status display and real-time call monitoring.

### Single Sign On

Automatic access to BeInContact after logging into Salesforce.



# CTI integration with Salesforce

## Integrated reportistic

Thanks to the native capabilities of BeInContact, it is possible to transmit all data related to managed interactions directly within Salesforce, so that all information regarding customer contacts and their support requests is available in a single database.

At the end of each interaction, and for every configured contact channel, BeInContact can pass interaction parameters directly into CRM objects — such as interaction duration, type, channel, outcomes, queue and wait times, IVR choices, and much more.

Supervisors and team leaders will be able to access service metrics directly from dashboards, adding qualitative value to data that have historically been purely quantitative.

## AppExchange

We are also proud that our solutions are available on Salesforce AppExchange, the world's largest marketplace for apps certified directly by Salesforce.





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**Thank You**



+ 44 204 571 0710



[marketing@becloudsolutions.com](mailto:marketing@becloudsolutions.com)



[becloudsolutions.com](http://becloudsolutions.com)