

UNIFIED COMMUNICATIONS AS A SERVICE



- Voice, video, and text from one system
- Track marketing attribution and employee accountability
- Integrates with CRM/DMS by using a call-tracking provider

Providers offer phone apps so employees can take calls anywhere.



CRM/DMS Integrated Call Tracking



Pushes call recording links and information into the CRM after calls are completed. Alerts on missed, abandoned or botched opportunities. CRM screen pops.



Receive real-time transcripts, alerts, summaries, and insight into advertising ROI. Only provider to deliver both CRM/DMS integrated tracking.