

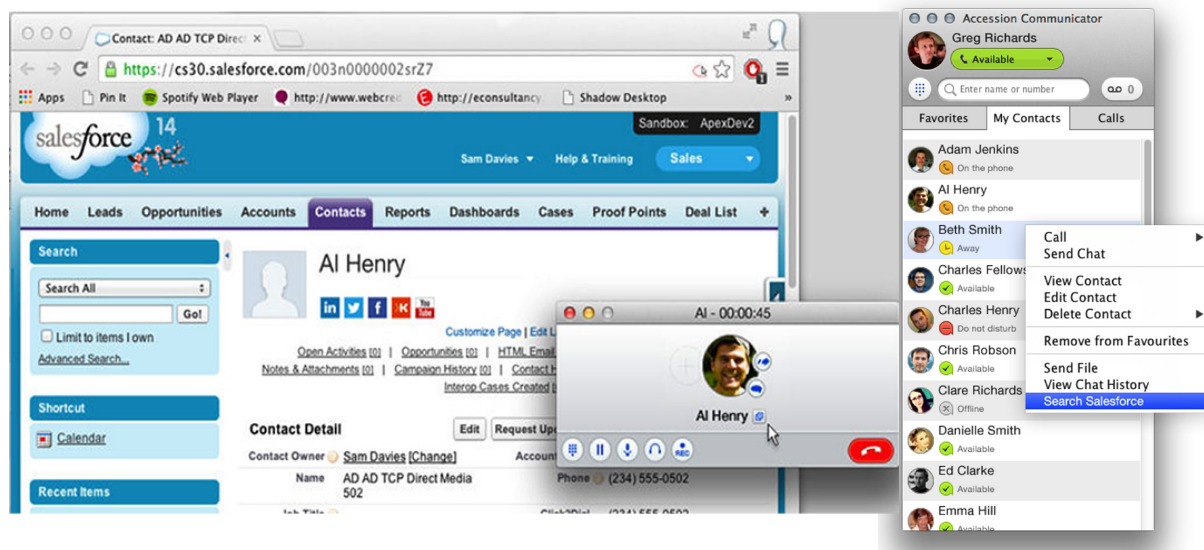


Accession Desktop Communicator CRM Integration

Customer Relationship Management (CRM) platforms have become an integral component in how sales and support personnel track and manage their activities. Having a calling interface that integrates with these CRMs greatly helps this process as calls can easily be logged, tracked, and dispositioned.

The Accession unified communications client easily enables integration with most CRM platforms, including Salesforce, Sugar CRM, and Microsoft Dynamics.

Using Accession, the caller ID or name of an incoming call is a searchable element in a CRM platform. This search happens immediately, so sales or support can instantly see who is calling and view their account information. For making outbound calls, most CRM platforms have click-to-dial functionality that can be integrated with Accession.



Call us at **1 (877) CALL-GTB** or visit www.gtb.net today for more information on how to boost your team's productivity with Accession unified communications.

