



# Salesforce Snap-in for Avaya Equinox

D A M O V O





## Change Driver

A company in the mechanical engineering industry was faced with the challenge that their CTI tool could no longer be used for their Avaya telephony system because the product is no longer supported.

During a strategy workshop, the customer's business processes were examined and potential improvements identified.

They decided to upgrade their current solution to Avaya Aura and the unified communications client Equinox.

The introduction of the new UCC system will make business processes more efficient and customer-oriented.



DAMOVO



## Damovo Approach

As a result of the strategy workshop, they decided that the new communication processes should be more closely linked to their business processes.

Together with Avaya, Damovo developed a solution to integrate the Equinox UCC client into Salesforce and Office 365. The snap-in enables real-time communication and interaction across the customer's Web applications that include : Voice and video calls (WebRTC), instant messaging and presence status, call control, and directory services.

Avaya Equinox for Web is directly embedded into the Salesforce sidebar. Each time an employee receives a call, the caller's record is displayed - giving employees call control capability, and the ability to take notes about that call, which are subsequently stored under the contact or lead activity history in Salesforce.





## Customer Value

DAMOVO

### How the employee benefits

Employees can now work faster and more efficiently because the work process is integrated into the business application.

### How the customer benefits

The employee can now have a well informed conversation with their customer – because they have the relevant contextual data in front of them for the call

This creates a positive customer experience and increases customer satisfaction.