

## CRM Link

Puzzel's CRM popup functionality can be used to 'pop' information from the CRM system (or other systems) to be displayed to the agent when they receive a request. This gives the agent access to more detailed customer information during the conversation, which in turn means better and more personalised customer service.

This is accomplished by passing a customised URL to the Agent Application. When using this method, the information is grabbed from a web front-end that can be called using a URL with embedded parameters. Examples of information that can be included in the variable part of the URL are the caller's number, customer number, and/or the case number.

The price element for CRM Popup is for access to the functionality only, with integration work billed on an hourly basis.