

Track your website visitors while they're interested

WEBSITE visitors can be easily tracked thanks to a new development from Parker Software. Its live chat software, WhosOn, has been integrated with Microsoft Dynamics CRM 2011, for use in-house or hosted.

Integration is also available with Microsoft Dynamics CRM online, which delivers CRM 2011 as an on-demand service. It follows Parker's previous successful integration with Microsoft Dynamics CRM 4.

Parker says that users of WhosOn can track and engage website visitors in real-time, aiding the productivity of sales, marketing and customer service departments.

Through the WhosOn interface, website visitor details can be sent directly to Dynamics CRM 2011 so that users can focus their prospecting on the visitors who have already shown an interest in their company. Other

features for both platforms include:

- Click to call back requests can be sent directly to the CRM

- Live chat transcripts can be added to a case, the history of a prospect, created as a lead or customer

- View the full CRM record directly within the WhosOn Client for visitors who already have a CRM ID

- Select Live Website visitors to send their details to the CRM

- New prospects detected by WhosOn can be automatically added to the CRM system in real time by the WhosOn server.

- Further enhancements to WhosOn include a consistent design closely aligned to a standard Microsoft product for enhanced user personalization, ease of use and improved user adoption.

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Plantronics has brought out the Savi W745 wireless headset system. Features include DECT to allow simultaneous connection to office telephones, PC computers and Bluetooth enabled mobile devices. It also has an increased roaming range of up to 107 meters with fingertip control of call answer, volume and mute.

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MORE FEATURES

Motiv8 has brought out a new version of its cloud-based service which is designed to motivate staff through rewards and recognition. V2 Pro now includes real-time employee survey and product training modules. Motiv8 says a review of its users shows that the top issues are keeping agents motivated and focused, reducing staff churn and building product knowledge without squeezing fragile margins. Being able to feedback agent

performance metrics in a way agents can see their direct impact in real time can materially improve individual and team results. And managers could spend more time working on specific agent issues, improving profitability.

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MONITOR CONSUMERS

Alcatel-Lucent Genesys has introduced a Social Engagement tool which, it says, automatically monitors communications from consumers via Twitter, Facebook and other social networking channels, analyses the sentiment content and then determines

whether that particular customer needs to be engaged with depending on how influential they are to the company. The most suitable customer agent, expert or back-office employee is then automatically linked up with the relevant customers.

It has also introduced Genesys Mobile Customer Engagement Strategy, which focuses on improvement of customer service mobile phone apps.

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MOBILE RECORDING

Red Box Recorders says it is the first and only major voice recording vendor to offer its own embedded mobile phone recording system. And it says the system is half the price of alternatives.

It is said to work seamlessly with the company's existing fixed line system and is available as on-premise or hosted, subscription-based pricing.

In addition, Red Box is offering the chance to sign-up to a 30-day trial of the company's software-based voice recording system.

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www.WhosOn.com

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