



Case Study

Call Center Integration

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Business Use Case

The client uses Multiplex Living Call Center as call center and Salesforce as CRM application. Since they are two separate systems, the client is facing the issue of data synchronization between the two systems. So the client wants to build the integration between Multiplex Living Call Center and Salesforce, so for each incoming call, lead, contact and/or person account details can be displayed to the customer support.

Technical Solution

To build the synchronization connection between the two systems, two modules need to be developed:

1. Develop web service interface within Salesforce using Apex, the interface can:
 - a. Returns lead, contact and/or person account details based on a telephone number passed in.
 - b. Create an activity record and its associations with other records after a call is made.
2. Develop a client-side desktop application using Microsoft .NET which can:
 - a. Capture each incoming call by communicating with interfaces provided by Multiplex Living Call Center.
 - b. Call the Salesforce interface developed above to retrieve lead, contact, and/or person account details and display the details to the customer support.
 - c. Allow the customer support to input call log and save the log as an activity into Salesforce through the Salesforce interface.

Benefits

From the technical perspective, our solution enables the connection between the customer's call center and Salesforce; it guarantees data synchronization and data integrity. From the business perspective, it improves support people's working efficiency and protects the customer's investment on both systems. And also the design of Service Oriented Architecture (SOA) with our technical solution makes it flexible to extend the integration to include future functions.

Products and Services used

- Salesforce and its Apex
- Multiplex Living Call Center
- Microsoft .NET