Datasheet

CRM Integrations

Consolidated agent desktops for fast, personalized service

CXone Mpower's prebuilt CRM Integrations consolidate your customer context and contact center controls into a single interface, for more efficient agents and exceptional experiences. With quick and easy access to the tools and information they need, agents can handle more interactions in less time—and deliver more personalized service. Use your CRM data to identify customers and connect them to the ideal agent, improving first-call resolution, average handle time, and customer and agent satisfaction.

Deploy integrations for Salesforce, Oracle Service Cloud, Microsoft Dynamics, ServiceNow, Zendesk, SAP Cloud for Customer (C4C), NetSuite, SugarCRM and Bullhorn in hours, and scale them as your business needs evolve.

Personalize every interaction

CXone Mpower's CRM integrations empower agents with a 360° view of data from across the entire customer journey using the CXone Mpower agent workflows.

- Deliver more personalized interactions that take less effort, make customers feel valued and set you apart from the competition.
- Shorten average handle time by delivering all relevant customer information to the agent before the interaction begins.
- Increase agent satisfaction by empowering them to deliver better outcomes for customers and the business.
- Maximize your CRM ROI by leveraging your CRM data to improve customer interactions in your contact center.

Increase agent efficiency

An integrated desktop gives your agents quick and easy access to the tools and information they need to handle more interactions in less time.

- Reduce agent effort with a unified CRM and contact center desktop that eliminates the time spent navigating between separate applications.
- Streamline call handling with an integrated softphone and click-to-dial capabilities.
- Improve contact handle time by automatically delivering a holistic view of the customer's history directly to your agent's desktop so they can quickly determine the next best action.
- Reduce after-call work by automatically updating your CRM with contact center interactions data.

Benefits

- Personalize service with complete customer history and full context available at your agents' fingertips
- Increase agent efficiency with a consolidated interface that reduces effort and handle time
- Connect customers to the right resource, on the right channel, right away
- Make better decisions across all aspects of your business with unified reporting
- Deploy and maintain easily with a pre-built integration that installs quickly and scales flexibly
- Reduce training time as agents will be using a familiar interface—their CRM environment

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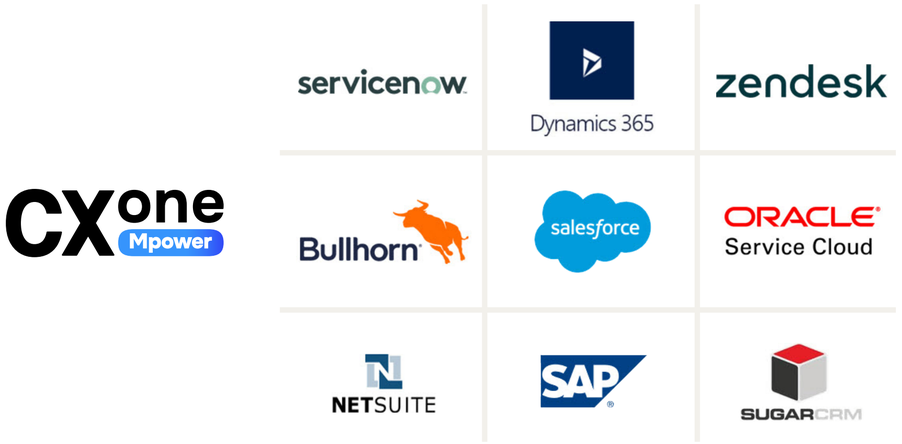
Integrations with leading CRM systems



Don't see your CRM listed above? No problem! Several of our DEVone Partners provide integrations to other off-the-shelf, custom-built and home-grown CRMs.
Visit the DEVone CXexchange at cxexchange.niceincontact.com to learn more.

CXone Mpower CRM integration capability matrix

Capability	Salesforce	Oracle	Microsoft Dynamics, ServiceNow, Zendesk	Bullhorn, NetSuite, SAP C4C, SugarCRM
SSO Login	•	•	•	
Integrated Softphone	•	•	•	•
Agent Presence Sync	•	FR	FR	FR
Interaction Data Sync	•	•	•	•
Voice	•	•	•	•
Digital Channels	•	•	FR	FR
WEM Integration	•	•	FR	FR
Skills-based Routing for Voice	•	•	•	•
Skills-based Routing for Digital Channels	•	•	FR	FR
Channel Elevation	•	•	FR	FR

FR = Future Release
Functionality dependent on specific use case and CRM capabilities.

Connect customers to the right resource

Use your CRM data to identify customers and route them to best-suited resource.

- Increase customer satisfaction by ensuring each contact is handled by the best-qualified resource.
- Improve average handle time and first call resolution by reducing the number of transfers, consultations and follow-up calls.
- Increase agent satisfaction by ensuring agents receive contacts they can handle successfully.

Make better decisions

Combine your contact center data with your CRM for a holistic customer view that empowers you to make truly informed business decisions.

- Create holistic customer journey information by automatically synchronizing data between your contact center and CRM system.
- Empower agent self-management through performance and productivity reports.
- Improve the scope, quality and accuracy of customer data by eliminating errors from manual updates so agents have the most current customer context.
- Empower agents with the most comprehensive and current customer insights.

Accelerate operational agility

Eliminate delays, costs and risk with a tested, pre-built integration.

- Deploy in hours, not days or weeks.
- Eliminate the costs of building and maintaining custom-built integrations.
- Update and scale when it suits your schedule and business needs.
- Leverage your existing CRM investment and improve every contact center interaction.

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About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

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