

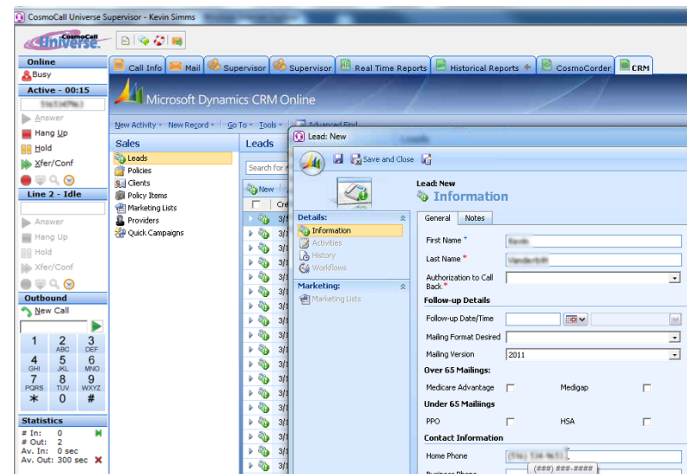
## Optimized Care with CRM + Virtual Contact Center

Microsoft Dynamics CRM provides a rich set of customer relationship management (CRM) tools to help businesses manage their sales, marketing and support interactions. CosmoCom's CosmoCall Universe (CCU) is a unified, multimedia contact center platform that empowers enterprise-wide consolidation of all contact center locations and applications into one virtual platform. Working closely together, these two products form a complete interaction solution that optimizes the customer experience from cradle to grave.

## One Connector for Multiple Deployment Models

The CosmoConnector integration enabler facilitates seamless communications between the two applications, combining CosmoCom's full multi-channel routing and call control for all contact types – including inbound and outbound – with Microsoft's customer relationship management package in a single unified desktop.

Information gathered from a caller via IVR or the web is seamlessly transferred into MS CRM data for meaningful screen pops at the communication activity level, freeing and empowering agents to interact knowledgeably with the caller leading to increased first call resolution and customer satisfaction rates. That was even the case back 2003 when CosmoCom first integrated with the premise based version then known as Microsoft CRM.



*CCU and Dynamics Exchange Data Seamlessly for Screen-Pop*

Since then, Microsoft Dynamics has evolved to include multitenant capabilities in a cloud-based edition, and the synergies between two platforms have grown, making the pair a perfect combination for successful CRM-enabled virtual call center deployments for enterprises, as well as for service providers to offer as a value-added service to *their* customers. CosmoConnector works with Microsoft's premise and cloud versions including specialized vertical applications such as the Health Plans Sales Solution for Microsoft Dynamics.

## Power behind the Scenes

CosmoCom's easy-to-use, unified agent desktop is just the beginning. CCU is a complete contact center suite, providing all the advanced inbound and outbound capabilities needed by enterprises of all sizes. CCU combines multi-channel ACD, IVR/IVVR, CTI, predictive dialing, and multimedia recording, with powerful web-based administration and reporting tools in one all-IP, multi-tenant platform. The CCU platform:

- Integrates quickly and completely with the various editions of Microsoft Dynamics CRM.
- Features unified queuing, routing, and administration for all media types and all agent locations.
- Provides a secure virtual contact center for any business unit, or includes it in the larger whole.
- Works in both premise-based and service-provider-hosted configurations.