



## LinkedIP releases non-invasive CTI solution that integrates Salesforce CRM and VoIP based phone systems that's not priced per user

LinkedIP, a recognized VoIP solution provider with 20 years of experience in offering phone systems and call center software, has presented an innovative solution that integrates popular CRMs and VoIP based phone systems. VoIP is a communication technology used by organizations with proven effects in productivity and efficiency while CRM is a collaboration tool.

A recent research by BuyerZone shows that 91% of companies with over 11 employees now use CRM software and 87% of those companies use a cloud-based CRM. That's the reason lots of organizations use *Salesforce* or other popular systems in their daily operations. It doesn't matter the industry, it's a proven fact that CRMs accelerates the identification of opportunities and streamlines sales processes. Keeping track of the customer's journey increases satisfaction and reduces churn.

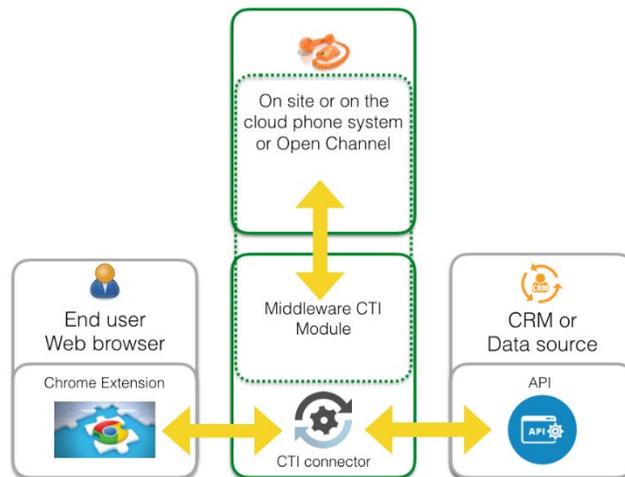
When it comes to customer service experience, it's richer if a representative knows beforehand who's calling with a caller's profile that includes history of calls, purchases, preferences, etc. This is done by matching a *Caller ID* with a phone number record in the CRM.



These integrations are called *Computer Telephony Integrations* or CTI, and although there are some CTI solutions from respectable vendors, those solutions have intrusive architecture or invasive methods. Most of Salesforce CTI solutions embed an application into the CRM's back-end "invading" it with 3rd party software code.



LinkedIP presents a unique and innovative approach in CTI for CRMs unlike current ones. *Miguel Licero*, founding member and leader of innovation, showcased the solution architecture explaining "Our non-invasive architecture uses a middleware module that listens for events at the communication platforms and passively reads data from the CRM data source. If there is a match between the caller's *Caller ID* and a phone number stored in the CRM, our solution will display a pop-up window to the representative or agent with relevant data. Our model allows quick deployment of non-invasive integrations as CRM resources are not used."





For mid-sized to large organizations LinkedIP's CTI offers solutions with lower total cost of ownership and a better return of investment because the solution is not priced on recurrent monthly fees nor number of users.

LinkedIP's CTI solution features:

- Immediate retrieval of caller's profile with sensitive and pertinent data: opportunities, cases, deals, emails, posts, buying history, purchase preferences, and more.
- Quick creation of new profiles, opportunities or cases related to account holders
- Over 75% reduction in customer or prospect's record search time
- Increase of the speed of outbound dialing thanks to a Click-to-Call feature
- Increase of the customer satisfaction's experience

This solution is available for Salesforce, Agile CRM, Bitrix24, Microsoft Dynamics, NetSuite, Odoo, Sugar CRM, Suite CRM, Tally ERP, Zendesk and Zoho.

About LinkedIP

LinkedIP is a Weston, FL based company with customers across the country. LinkedIP is well known for their VoIP phone systems, Omni-Channel Call Centers and Cloud Infrastructure. For more information visit <https://linkedip.com>, call 305-424-2400 or email to [info@linkedip.com](mailto:info@linkedip.com).