

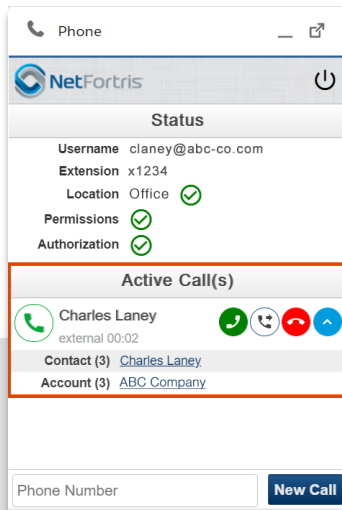
# OPTIMIZE AND PERSONALIZE YOUR CUSTOMER EXPERIENCE

Customer experience is the single most important factor in gaining a competitive edge for your business, surpassing your products and services - and even pricing.

Choosing the market-leading Salesforce CRM system to manage your customer accounts is a great first step. Now, you can make Salesforce work even better by integrating enterprise calling for a truly seamless customer experience.

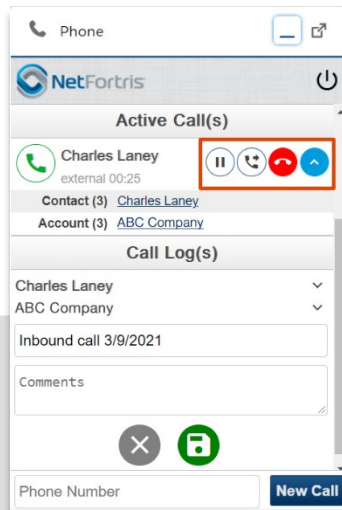
## COMM-UNITY + SALESFORCE BENEFITS

Access these powerful features of our Comm-unity unified communications platform from within Salesforce to personalize and optimize customer engagements.



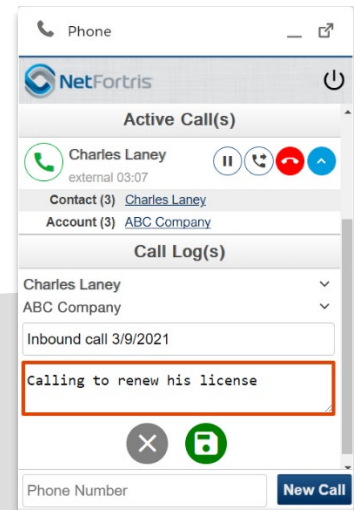
### Personalize Interactions with Screen Pops

Match incoming and outgoing calls with customer records stored in Salesforce, triggering screen pops with account for personalized greetings and faster service.



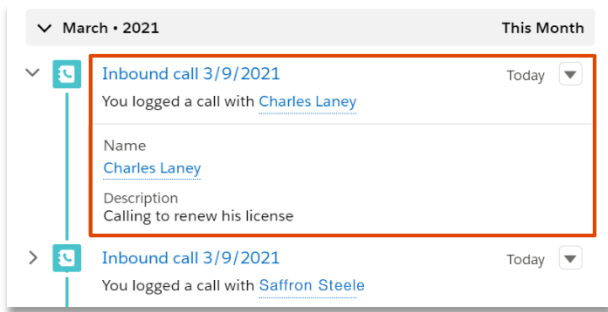
### Boost Productivity with In-App Call Control

Access call controls right from the softphone. Hold, resume and transfer calls from within the Salesforce app – no more toggling from phone to CRM.

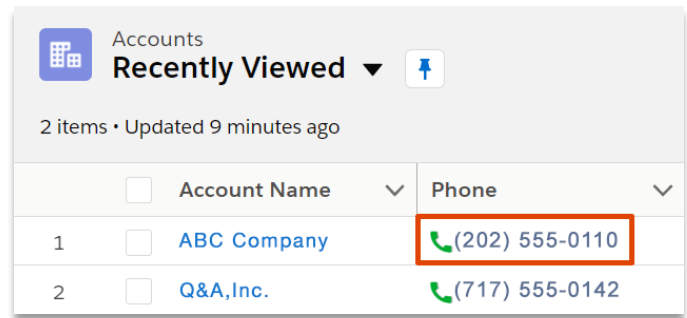


### Monitor Exchanges with Call Notes

Automatically record notes in the softphone for more accurate record-keeping, for later review and use in training customer service representatives.



**Increase Efficiency  
with Automated Call Logs**  
Automatically log incoming and outgoing calls from each interaction for viewing later in contact history.



**Cut Time & Errors  
with Click to Call**  
Call a customer directly from the Salesforce application by simply clicking on their phone number, saving time and reducing misdials.

## AVAILABILITY AND COMPATIBILITY

NetFortris Comm-unity for Salesforce is compatible with Salesforce Lightning.



Users can download "NetFortris Comm-unity for Salesforce®" from the Salesforce AppExchange.



Salesforce Lightning integration for Comm-unity users is available at no cost.



Ready to become a part of Comm-unity? Start by contacting us for a demo today!

## READY TO IMPROVE YOUR CUSTOMER EXPERIENCE?

Contact a NetFortris Solutions Specialist Today!

🌐 [www.NetFortris.com](http://www.NetFortris.com) ☎️ 877.366.2548



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