

# MICROSOFT DYNAMICS API INTEGRATION

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**Smart Choice** provides Computer Telephony Integration (CTI) solutions, allowing you to connect your phone and CRM to work as one. With our API Integration, all calls made on your phone will be automatically logged into your Microsoft Dynamics CRM, boosting your sales capabilities and productivity.

## FEATURES

- All calls are logged 100% automatically. There is no need to be logged into Microsoft Dynamics or even have your computer on.
- Ability to add Sales Gamification to your Microsoft Dynamics CRM.
- Gamification awards top performers fostering fun competition within sales team.
- Click to Dial works on any webpage including Microsoft Dynamics, Outlook, LinkedIn, spreadsheets, etc.
- Easy to use Inside Sales interface that doesn't require any training.
- Power Dialer automatically connects agents to prospects more efficiently and in less time.
- Call Centers use Call Popups that appear on every browser tab allowing users to add notes even when they're not logged into Microsoft Dynamics.
- Contact names & accounts link to Microsoft Dynamics records for quick access to your Microsoft Dynamics data.
- Caller information is pulled from Microsoft Dynamics and displayed in the Call Popup.
- Call Notes entered in one tab are synced to others, eliminating the need to track down previous notes.
- Call History for reviewing calls made.
- Call Metrics you can understand.
- "@mention" syntax enables easy sharing of call notes.
- Popups handle multiple calls (ie. Call Waiting) so you never lose a call note.
- Calls are related to opportunities/cases if dialed from one in Microsoft Dynamics.
- If multiple matches, popup displays radio buttons to choose.
- Popups can be minimized to side of screen from Microsoft Dynamics or any tab.