ccp network ®

Benefits of Integrating
Business Data & Communications

Pulling it all together!

In the modern fast moving world of business, employees at all levels need to be able to quickly access and react to the most recent and accurate information available within the organisation.

Various data subjects are often stored across several platforms, often making it unavailable to the very people that it would benefit most from it, particularly in marketing and sales.

It's all very fragmented and sometimes insecure. The cross-training of staff to use all these different systems, is expensive and can often lead to data corruption. It is also doubtful that certain fields of data, that are common to all subjects, are accurately aligned across all of the different platforms.

A recent study carried out by the Institute for Independent Business, revealed that when businesses examined their data in detail, it was disappointingly and worryingly inaccurate, even worthless.

It is essential that all members of staff are aware of the latest events and current position of any organisation or person that is associated with the company for them to take the next step in the correct direction.

This is best achieved by implementing a CRM with a data structure designed specifically to suit the style and pace of the business. Structuring the company to suit the data structure is not judicious.
It follows that all communications to, from and within a company, by must be captured and recorded for all to see, to avoid any confusion that might create costly errors.

Older generations of telephone system are divorced from all types of data base. This alone seriously impairs the ability for staff at all levels, to carry out their work to best effect

The case for the integration of data and a modern and more flexible telephony into a single cohesive system is cost saving and compelling, if the business is to operate effectively and efficiently. This new system should include for the following;
- A modern VoIP telephone system must be fully integrated with the core CRM.
- It must be possible to call any contact on the CRM by a simple 'click to dial'.
- There should no limit as to the nature of the data stored in the CRM.

- The CRM is should be quick and easy to customise by the user.
- The capacity of the CRM must be unlimited in terms of both structure and size
- It must be able to compartmentalised data into defined groups.
- It must be possible to exercise total control of the viewing or editing rights of every user.
- A fine grained, permission related, search and export functionality is essential
- Importing of new or refreshed data, must be simple and fast.
- All calls to and from the contact should be recorded with on demand reply.
- Contact centre functionality, both inbound and outbound is essential
- Scheduled and mass email functionality must be available and CRM populated.
- There should be secure and fully integrated document storage included.

The power and efficiency of such an integration of data and telephony is enormous. Furthermore, it creates a harmony between the staff at all levels.

It quickly becomes very clear that the power of full integration of data and communications is enormous and crucial to the growth and control of a business.

It will reduce costs, greatly improve sales and efficiency and bring about a harmony between the staff at all levels. The entire team will become more unified and interconnected, improving every aspect of the business.

How could all this be achieved? The most advanced, flexible and complete product is provided by CCP. You are now able to experience how easily modern low cost VoIP and a fully customisable CRM integration is able to be implemented incrementally, without disruptions.

To start to understand the immense scope of CCP, visit the website at www.ccpn.co.uk and book a visit. Join the CCP Network and find out how easy it is to 'pull it all together '.