Natterbox to revolutionize Global Voice Cloud Telephony for CRM users

Submitted by: Natterbox Ltd
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September 29th, 2016 - Natterbox, leading UK-based global voice cloud services provider today announced it would be featuring Natterbox Voice Cloud Telephony, the first complete global telephony system managed completely from within CRM at Dreamforce® 2016. The global service sets off a new era in self-service for both landline and mobile telephony – for the world's leading enterprise cloud ecosystem.

With this innovation, Natterbox has pioneered embedding of its popular Cloud PBX management into Salesforce®. What this means is CRM administrators and managers can now deploy and manage their entire global telephony system, including landline and mobiles, phone numbers, contact centre, voice recording and voice reporting from within their CRM instead of relying on IT or telecoms staff.

Natterbox CEO Neil Hammerton said, "The migration of business telephony to the cloud is now well accepted. Natterbox Voice Cloud Telephony is driving the next evolution in voice communication that is agile, flexible and helps organizations innovate to deliver a better customer experience and staff productivity outcomes" Hammerton added, "The next phase in cloud telephony is self-service. Amazon Web Services (AWS) showed the world how cloud technology self-service drives disruptive innovation. We are bringing this same strategy to telephony via Natterbox Voice Cloud Telephony through Salesforce®.

Natterbox Voice Cloud Telephony brings telephony management directly to sales, service, marketing and other key business functions. For example, a customer service manager who wants to optimize the management of inbound calls from out-of-service customers can dynamically route those callers to more experienced customer service staff based entirely on the information held in Sales or Service Cloud®. Personalized dynamic IVR response driven by CRM data delivers a better customer experience and demonstrates to the customer their value to the business. Innovations like these can be activated within minutes instead of having to depend on expensive telecoms staff or external third party service providers to implement.

As well as providing the management within Salesforce®, Natterbox delivers all the key components required for a global cloud telephony system with CRM integration. Historically this has been a complex and costly process. According to Hammerton, "Natterbox is both a full global telephony provider and Salesforce® integration supplier. We are a single source and integrator of all domestic and global telephony services which we deliver as a cloud service, from the PBX, numbers, lines and phones through to complete Salesforce integration which extends to contact centre functionality, enterprise call recording and logging from mobile or landline phones"

About Natterbox
Natterbox launched in 2010 to solve business telephony issues and bring voice into the digitized customer experience through a global cloud PBX service that captures and integrates voice into customer processes and Salesforce® systems. Over 500 organizations around the world rely on Natterbox to set new standards in customer experience to drive measurable increases in sales efficiency, competitive advantage and organizational success. Customers include Groupon, Kimberly Clarke, Rakuten, Legal & General.

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