

The value of CRM-phone integration

Integrating your phone system into your CRM in the contact center is an easy way to increase agent productivity and improve the customer experience.



InGenius computer telephony integration (CTI) saves more than 1 minute on each call.

Click-to-dial

Saves 15 seconds

Contact center agents no longer have to switch between the CRM and the dialing app to call out to customers or prospects.

Screen pop

Saves 20 seconds

Screen pop retrieves customer data on the contact center agents' screens before the call is picked up, and the call is automatically associated with a ticket or record.

Automated call logging

Saves 35 seconds

As a call is winding down, contact center agents can add notes using configurable templates, reducing call wrap-up time.

CRM screen transfer

Saves 15 seconds

CRM screen transfer ensures that the next contact center agent has all the relevant information, so that callers don't have to repeat themselves.



Reduced call handling time



Improved CX



Better reporting



InGenius is an unsung hero. It's a critical app for our teams because our folks can't live without it.

Tiffany Thompson



Implementing Upland InGenius was smooth and simple. It wasn't a lot of effort to have such a huge impact on our organization.

Justin Glass



Learn more about CTI and how it can increase the productivity of your contact center.

[Learn More](#)

Upland helps global businesses accelerate digital transformation with a powerful cloud software library that provides choice, flexibility, and value. Our growing library of products delivers the "last mile" plug-in processes, reporting, and job specific workflows that major cloud platforms and homegrown systems don't provide. We focus on specific business challenges and support every corner of the organization, operating at scale and delivering quick time to value for our 1,700+ enterprise customers.

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