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message pad
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Press Release

The new approach to a contact centre from Message Pad and Microsoft.

***intelligentContact*, the market leading call centre application, is now fully integrated with Microsoft CRM, creating the next generation contact centre solution.**

- “The contact centre is the eyes and ears of any business, and for the first time our seamless integration with Microsoft CRM will allow a truly enterprise class contact centre to be affordable for organisations of any size. Microsoft is leading the way with Microsoft CRM as the core element of modern business solutions and with our contact centre experience and .net based multi media technology, companies will be able to quickly benefit from this powerful and complete pre-integrated solution.” – **Paul White, CEO, The Message Pad.**
- “Achieving the highest levels of customer satisfaction is the No. 1 priority and the ability of the integrated Microsoft CRM and *intelligentContact* solution to successfully deliver a cost-effective contact centre is a crucial service function. In today’s highly competitive market, businesses need a solution that improves efficiency, reduces operational costs and integrates seamlessly with front and back office systems.” – **David Brown, Microsoft Dynamics CRM**

***intelligentContact* for Microsoft CRM**

The ‘contact centre in a box’ concept created by Message Pad and Microsoft resets the standard and raises the bar for technology leadership in CRM and Contact Centre solutions. *intelligentContact* and Microsoft CRM establish a whole new level of application performance and a high and speedy return on investment through powerful, customisable integration functionality. The *intelligentContact*/Microsoft CRM integration dramatically improves customer satisfaction by uniting sales and service interactions across all media channels. Each customer interaction is recorded and available to the contact centre agent by a simple click of the application.

Among the many unique technological breakthroughs available with the solution, one of the most important is its complete seamless integration using the Microsoft Windows .NET platform. The integrated modules of *intelligentContact* are at the forefront of contact centre technology and have been designed and derived from many years and many millions of complex calls delivered in contact centres throughout the UK.

This approach and development programme has an important technical result that in turn, produces key business benefits. The technical result is that CTI, IVR, Skills Based Routing, Voice and Message Management and a comprehensive CRM solution are available as a complete turnkey solution.

This has eliminated complex integration between a whole assortment of differing middleware and applications requiring lengthy and costly systems integration projects. This has reduced the need for specific IT knowledge and reassigned the required application life cycle management skills to administration instead of configuration and development. This has a dramatic affect on the TCO (Total Cost of Ownership) and it is very clear that when calculated, the Microsoft/ Message Pad solution has a significantly lower TCO than competing products. *intelligent*Contact is available as a CPE purchase or Hosted 'Pay-as-you-go'.

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