



# CIMplicity™ Desktop



*A Configurable Web Softphone For Genesys*

## What is CIMplicity™ Desktop?

It is a pure Web-based, multi-channel and iWD-capable interface used by agents that was built to improve customer experiences and enable agents to be much more effective and efficient.

CIMplicity™ Desktop provides a 360° view of the customer, by simplifying agent environment and providing a minimal screen space.

## What Does it Offer?

- A streamlined interface that takes up minimal screen space, letting agents focus on other applications
- Integration to CRM and other systems, including Salesforce, Siebel, Clarify and Microsoft Dynamics CRM
- Extensive configuration options that reduce or eliminate custom coding
- Immediate deployment of changes with no "software rollout"
- Easy custom integration via a published platform API, which provides stability and support of custom code in future releases

## User-Friendly Design

The CIMplicity™ Desktop user interface consists of a series of intuitive tabs that take up minimal screen space:

Figure 1 shows an active agent call. Unique tabs for each interaction simplify navigation and increase effectiveness.

The display shows available actions based on configured functionality and the state of the call (reducing errors, confusion and training).

It can be hidden at any time by the agent. Interaction tab data can be configured uniquely for different agent groups.

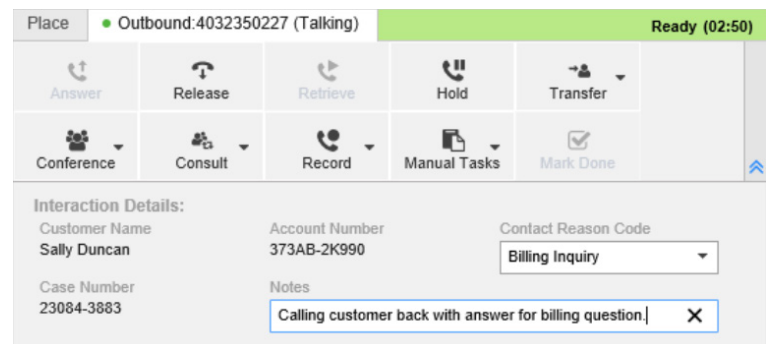


Figure 1 - CIMplicity™ Desktop screen pop with attached data display

## BENEFITS:

- Ensures timely access to customer data to improve customer experience and agent effectiveness
- Reduces or eliminates traditional desktop customization through configuration options
- Adapts to current and changing business needs, using a fully open platform API design
- Provides a rapid integration approach for in-house and 3<sup>rd</sup> party CRM and other IT systems
- Scalable to support the largest contact centers, using a distributed web server architecture
- Automated notifications to agents based on metric thresholds



## Configuration, Not Customization!

### Base Features:

- Advanced call reason codes
- International localization support
- Display of customer information and history
- Multi-tenant environments
- Flexible configuration
- Genesys High Availability
- Inbound voice
- Agent notes for customer interactions
- Custom "extensions"
- Global hot key support
- Multiple simultaneous call interactions
- Notification framework

### CRM Integration:

- Screen-pops delivery
- JavaScript APIs
- Creation of CRM objects
- CRM vendor-compatible tool bar design
- Full click-to-support dial
- Pre-populated views
- Data integration
- Genesys Email, Inbound, Outbound, Chat, iWD, CoBrowse, and SMS
- CRM integration with interactions

Optional features include: digital channels, real-time agent statistics, and outbound dialer

## Who We Are

Aria Solutions has been a leading provider of contact center and customer engagement solutions for 20 years, delivering innovative, multi-channel, cloud, on-premises and hybrid-based solutions. We specialize in working with Genesys, Salesforce and AWS Connect platforms, building products and delivering services to offer complete solutions. Our thorough methodology and expertise are key in helping customers promote customer engagements, create exceptional customer experiences, and deliver positive business results.

### Partnered with:



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