3CLogic

Communication as a Service

SugarCRM CTI Integration

Enhance your team's ability to deliver high quality customer service and accelerate sales with 3CLogic's seamless Computer Telephony Integration (CTI) for SugarCRM.
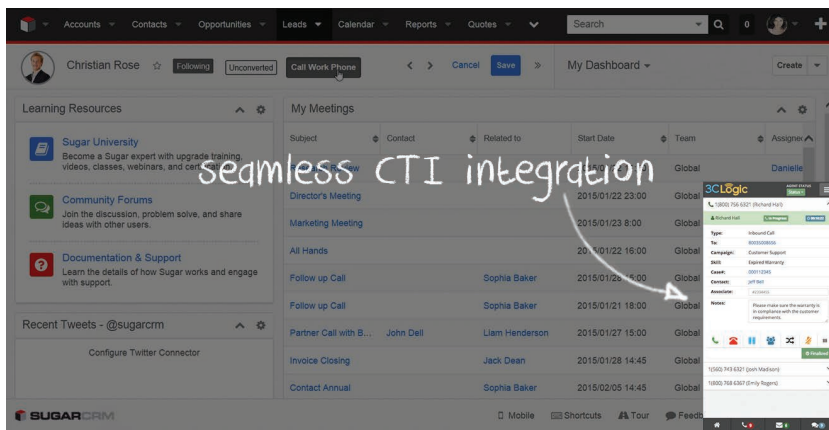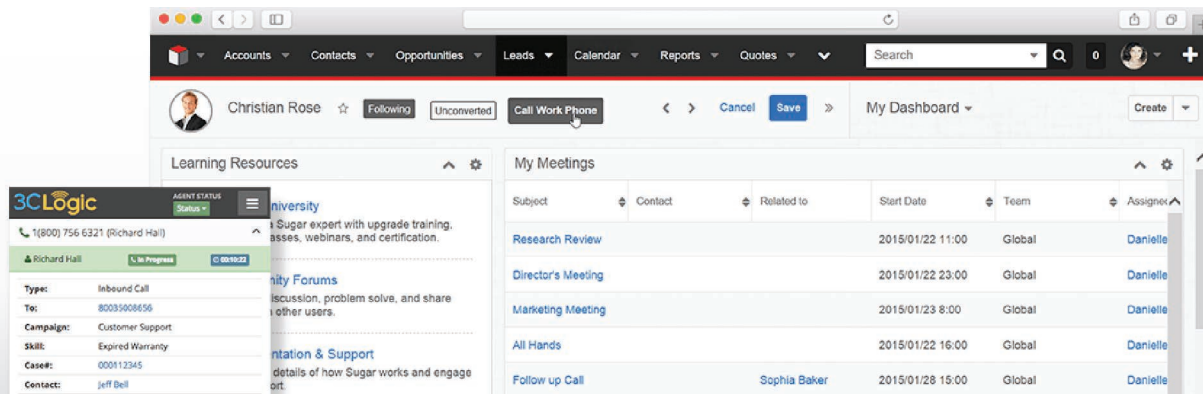

Figure 1 - 3CLogic and SugarCRM CTI Integration

Streamline the Agent Desktop

Manage all client communications (voice, email, chat) directly from Sugar using 3CLogic's advanced CTI, removing the hassle and inefficiency of toggling between disparate systems and screens.

Intelligently Route Customers

Mold your telephony platform to preexisting business workflows, and seamlessly route customers to the most qualified individual, or enable self-service, with 3CLogic's IVR and skills-based routing tools.

Automate Screen Pop

Automatically populate agent screens with each customer's SugarCRM record the moment a call is connected, enabling them to deliver fast and informed assistance to leads and customers.

Enhance Lead-to-Call

Automatically push any new leads into 3CLogic's dialing platform, enabling agents to contact prospects immediately, without delay, while enhancing the likelihood of a successful close.

Embed Click-to-Call

Add a convenient click-to-call button to every SugarCRM customer record, removing the need for reps to search for and manually dial a client's contact information.
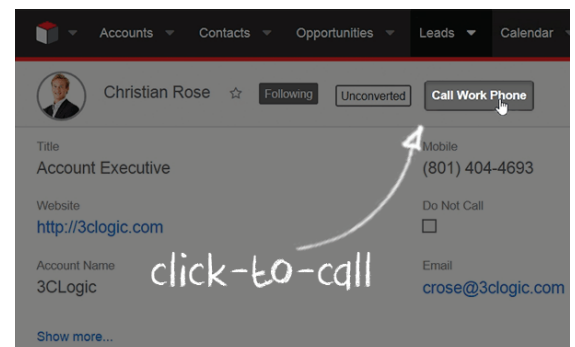

Figure 2 - Click to Call Button

Automate Outbound Dialing

Using 3CLogic's advanced TCPA-friendly dialing solutions, automatically initiate contact with leads in a designated campaign while populating agent screens with relevant SugarCRM records, improving the efficiency of any sales or marketing initiative.

Sync Call Records

Automatically post all call information (call recording, notes taken, time and date, result, agent who handled call, etc.) to a customer's SugarCRM record, removing the need for reps to do so manually, and setting them up for successful interactions in the future.

Automate Lead Nurturing and Follow-Up

By simply selecting a disposition highlighting the result of an interaction, users can seamlessly trigger actions in workflows and schedule follow-ups, nurturing leads through the sales funnel with ease.

Enhance Supervisor Visibility

Offer supervisors the ability to record, silently monitor, and coach users during customer interactions, facilitating best-in-class customer engagements and compliance with company and industry protocol.

Enhance Business Intelligence

Combine customer interaction data with Sugar reports to more accurately assess agent and campaign performance, and understand if service expectations are being met.

Leverage Existing Infrastructure

Integrate 3CLogic's telephony solutions with SugarCRM while complementing existing on-premise systems including Cisco and Avaya.

Enhance Customer Engagements with Integrated CTI

Integration Benefits

- ✓ Improve Customer Engagements
- ✓ Streamline Lead Management
- ✓ Enhance User Efficiencies
- ✓ Eliminate Departmental Siloes
- ✓ Increase Client Retention
- ✓ Accelerate Sales and Marketing
- ✓ Automate Manual Processes
- ✓ Enhance Lead Follow-Up and Nurture
- ✓ Improve Conversion Rates