

# LEADMASTER CRM INTEGRATION



With the 3CLogic Lead Master integration, give your reps the combined benefits of inbound, outbound, and blended multichannel communications coupled with the business intelligence of your powerful CRM. Nurture more leads, drive more sales, and gain more insight into rep performance and customer needs with our all-in-one solution. Better business, made simple.

## CRM INTEGRATION FEATURES

-  **Single User Interface:** Rather than forcing your reps to manage multiple systems and screens, 3CLogic's integration embeds Leadmaster within its solution and removes the hassle of working with disparate software. Reps can seamlessly login to both systems within one user interface, setting the stage for an enhanced workplace without the increased workload.
-  **Click-to-Call:** Contact any Leadmaster client directly from your CRM record with the simple click of a button, saving your reps valuable time between calls, removing dialing errors, and meeting your customers' needs sooner. With our integration, everything is at your reps fingertips.
-  **Client Data Preview:** In today's world in which expectations are high and patience short, the need for reps to be prepared has never been more important. With the 3CLogic - Leadmaster integration, client records will automatically be displayed prior to any incoming call or outbound campaign, allowing representatives to immediately view all relevant customer data to increase first call resolutions or improve every sales and marketing opportunity.
-  **Status Sync:** The 3CLogic and Leadmaster integration provides your reps with our unique status sync feature, automatically updating client information to reflect any changes made in either solution. Ensure your reps are always working with the most up-to-date client records, remove the need to update multiple systems, mitigate data entry errors, while allowing for more efficient use of your reps time.



## HIGHLIGHTS

-  Enhance lead management
-  Improve Conversion Rates
-  Drive sales
-  Lower cost per lead