

[May 06, 2009]

Call On CRM Integrates ACT! with Skype - To debut new product at Sage Insights Partner Conference

SCOTTSDALE, AZ (May. 6, 2009) - CRM Integration Systems has released a new version of its award-winning product, Call On CRM, which now places fullSkype phone features directly into the ACT! application.

ACT! is the number-one-selling contact and customer relationship management (CRM) system, and Call On CRM is the ACT!/Skype integration solution that offers end users the most features, including: automatic call logs, one-click-to-dial, peer-to-peer Skype functionality including Skype-to-Skype calls, user-presence monitoring, instant messaging, SMS messaging and file transfers.

With Call On CRM for ACT! and Skype, ACT! users easily modify their contact page layout to include custom interaction touch-points that allow for a variety of quick-communication functions, such as: one-click dialing of a contact's phone number; instant visual access to the contact's online status (Away, Online, Do Not Disturb, etc.); and, direct interaction with a contact using advanced Skype features. With a single-click, users transfer files, send instant or SMS messages, or voicemails to the contact without having to call first.

These same communications features can be used to interact more efficiently with team members. ACT! Premium has a Team feature that defines teams of users that work closely together; Call On CRM for ACT! with Skype enhances its functionality by linking team members Skype accounts. Team members can view the online status of others and interact immediately.

The Call On CRM integration software requires a Skype-based phone system version 3.0 and up and ACT! version 10.0 and up. It adds a Call Control toolbar to ACT! that enables communications with Skype to call contacts in the ACT! database. At the basic level, it allows users to place calls directly from ACT! contact records and matches incoming calls with a contact record or creates a new one if no record exists.

Call On CRM for ACT! with Skype is licensed software available on www.CallOnCRM.com and through select agents and affiliates. Licenses for the Skype version of the product are free of charge until the end of 2009.

CRM Integration Systems will be conducting live demonstrations of Call On CRM for ACT! with Skype and its BroadSoft -based VoIP application for ACT! at Sage's Insights Partner

Conference on May 11-14, 2009 at the Nashville Gaylord Opryland Resort and Convention Center. Visit us at booth #42 and receive a free CD with Call On CRM for ACT! with Skype and more product information.

CRM Integration Systems is a software engineering company based in Scottsdale, AZ that integrates CRM applications with the next generation of VoIP telephone systems. The company has formed strategic alliances with Skype, Sage Software and BroadSoft to facilitate product development. Call On CRM recently received the 2008 Product of the Year Award from Customer Interaction Solutions magazine.