



Callfinity provides the easiest to use and most robust telecommunications systems.

Callfinity systems grow with your business because they are specifically designed to integrate with existing systems.

Callfinity is flexible to the specific demands of your organization and budget, providing both hosted and on-premises systems.

Callfinity cares about its customers. From senior executive involvement to a direct-to-engineer technical support model, 24/7/365, to the dedication of a single account manager, you're more than a number to everyone at Callfinity.

Callfinity ContextCRM™ helps build your business.

### Leverage What You Already Own

The ability to put your customers' history right on the agent desktop increases the value of your back office data.

### Be as Dynamic as Your Business

Capture and structure incoming information with flex-fields that can be setup and changed faster than your business. Get the benefit of built-in data-mining capabilities that drill-down into problem areas that surface issues before they impact your bottom line.

## ContextCRM™

### Full Featured CRM Designed for Contact Center Agents

ContextCRM is a robust customer relationship management application that empowers front office operations with back office information, and provides a rich feature-set to enable business decisions to be based upon the customer's experience.

#### Core features include

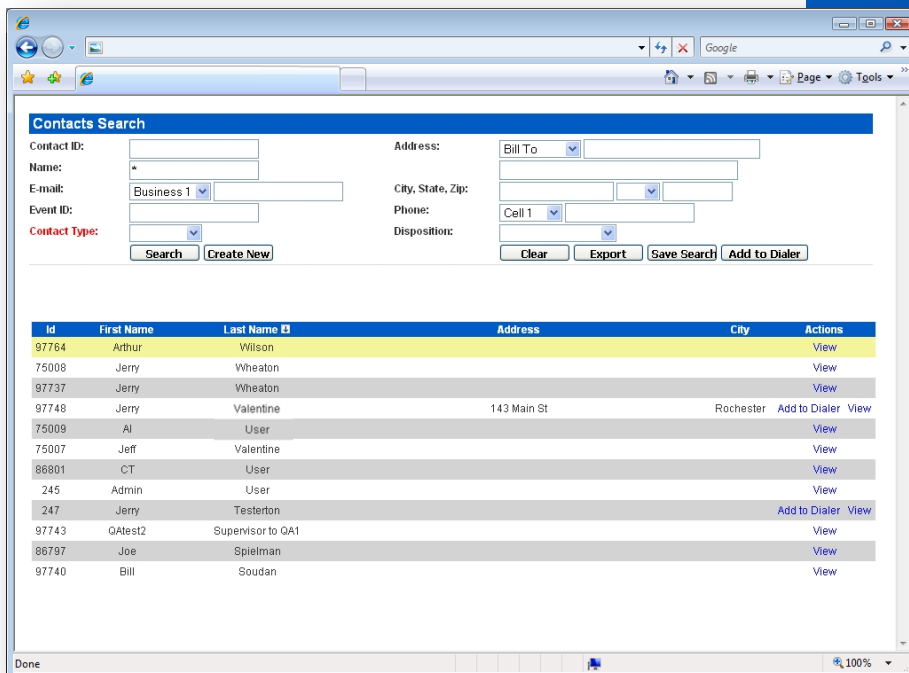
- Call details screen pop: agents receive real time screen pops for both inbound and outbound calls, outlining details of the customer they're about to engage.
- Data import and export
- Easy to use flex-field concept allows additional data fields in either one-to-one or one-to-many relationships
- Designed to be easy to use

#### Standards Based

- All customizations supported
- Telecommunication integration
- Interfaces with external reporting tools utilizing ODBC technology
- Available as a stand alone or integrated system

#### Solid Support

- 10 Year Life Cycle Support Guarantee
- 24/7/365 Direct-to-engineer Technical Support



ContextCRM™ includes a simple, easy-to-use web interface

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When your customers demand more, look to Callfinity to expand your productivity at lower costs and greater ease of use.