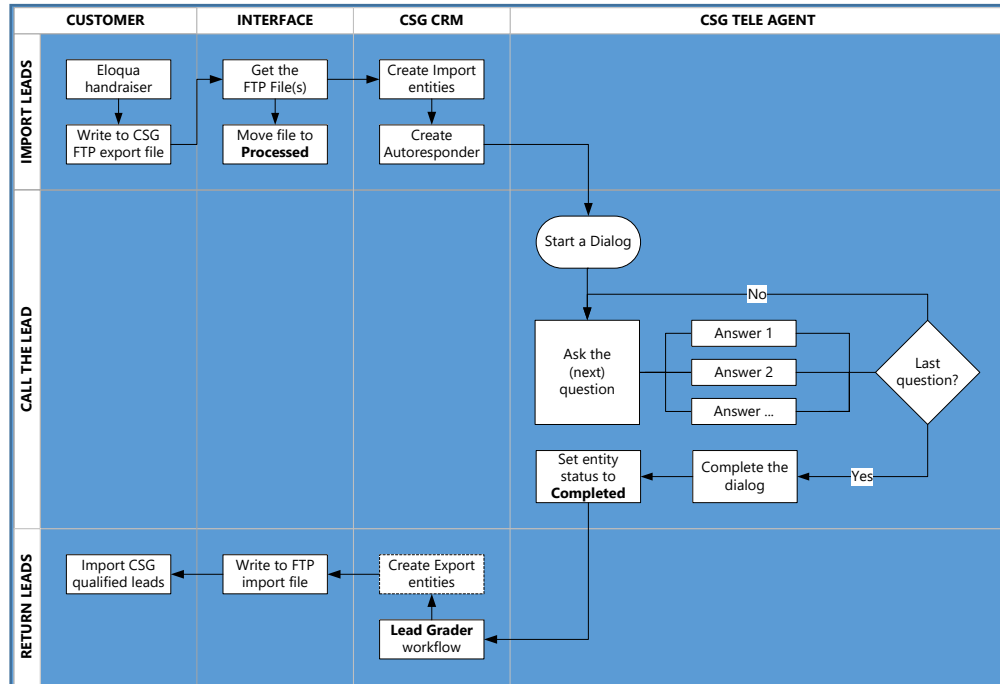


CASE STUDY: DATA ANALYSIS AND SYSTEM INTEGRATION



IHS wanted to cut the time it took for a prospect to fill out an interest form and a tele agent to call to follow up for lead scoring.

CSG built a direct connection between CSG's Dynamics CRM call center system and IHS' SFTP drop location.

Client: IHS

Need

Connect IHS landing page and CSG tele center in near real time.

Solution

Two-way data integration between CSG MSCRM and IHS SFTP.

Budget

\$5,000

Duration

Six month campaign.

Goal

Near real-time lead transfer from web site form fill to tele lead scoring.

Result

Ten minute tele center response after customer fills out a web form.