

Versature Announces New App on Salesforce AppExchange at Dreamforce '14

Versature announces release of "Click-to-Call" app on Salesforce AppExchange, world's leading business apps marketplace, during Dreamforce '14 conference

OTTAWA, ONTARIO, CANADA, October 14, 2014 /EINPresswire.com/ -- Versature Corp., a leading provider of Cloud-based Business Telephone services to small and mid-sized companies across Canada, announced today that it has launched "Click-to-Call" Salesforce integrated dialing on the Salesforce platform as a native app.



The app enables users of Versature Hosted PBX and salesforce.com CRM to quickly and easily place outbound calls, receive inbound calls and log call activity all from within the salesforce.com interface.

Click-to-Call functionality streamlines outbound call processes as users place calls directly within salesforce.com by clicking on the phone number of any Lead or Contact entered in the system. Click-to-Call eliminates the potential for misdialed calls, connects users quickly and easily with the relevant party, and automatically logs Call Activity in salesforce.com all at the click of a button.

When receiving inbound calls, the caller's Lead or Contact record will pop up within salesforce.com to identify the caller and link users to the caller's Account information and Activity History. Users are able to answer calls with their Versature device in a single click, equipped with an arsenal of customer information at their fingertips. Once calls are completed, the user is prompted to store Call Activity in the caller's Activity History.

Enabling smarter sales, marketing and support strategies with seamless integration between the three via salesforce.com and your business phone system, the app brings about the next generation of UC for Versature Business Telephone subscribers. Users are more in touch with customers and better prepared for placing and answering calls.

The integration announcement comes during the salesforce.com Dreamforce '14 convention in San Francisco, of which Versature is a participant. Salesforce.com has been named the most innovative company by Forbes four years in a row.

The app is accessible via free download from the Salesforce AppExchange (simply search "Versature" under apps).

Versature expects to release further CRM platform integrations and other web-based click-to-dial functionalities in the near future.

About Versature:

Versature is an Ottawa-based Hosted PBX service provider for small-to-medium sized businesses. Founded in 2003, the company has grown exponentially and now offers VoIP services in more than 950 cities country-wide. Versature was the winner of the Ottawa Business Achievement Awards for “Small Business of the Year” in 2012, and was named a “Top 10 Fastest Growing Company in Ottawa” in 2013 by the Ottawa Business Journal.

To learn more about Versature, please visit <http://www.versature.com> or check out the blog at <http://inside.versature.com>.

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