

# Versature Unifies Business Communications with Salesforce Customer Success Platform

*Announcing the release of version 2.0 of the Versature Salesforce CRM Connector CTI in the Salesforce AppExchange in conjunction with Dreamforce '15.*

OTTAWA, ONTARIO, CANADA, September 15, 2015 /EINPresswire.com/ -- OTTAWA, ON, September 15, 2015 - [Versature](#) Corp., the leading provider of VoIP business communication services in Canada, today released for immediate availability, the Versature [Salesforce CRM Connector CTI](#) in the

AppExchange.

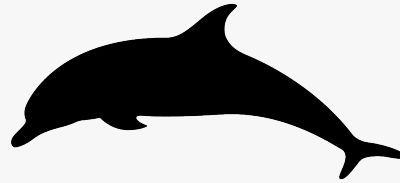
Versature Salesforce CRM Connector CTI unleashes the next generation of unified business communications to connect easily to customers, quickly capture information and qualify leads, and efficiently log client case details. The app enables customers of Versature cloud communications and Salesforce to place outbound calls, receive inbound calls, and automatically log all call activity from within the Salesforce interface.

"The Versature Salesforce CRM Connector CTI app has revolutionized how our sales team operates," says Brock Murray, Director of Web Marketing at seoplus+. "The ability to dial out at the click of a button directly from a Lead or Opportunity and then log call activity in Activity History all from within the Salesforce platform is incredible. We're getting way more detail on our client profiles than ever before, and the sales staff can make more calls, easier."

Using the Versature app, Salesforce CRM and Service Cloud users can make outbound calls or accept inbound calls from any phone number in a single click from within the Salesforce UI. Call activities can be added to a Lead, Contact, Opportunity, Account, or Case to accelerate information collection, enabling users to make data-driven decisions and communicate more effectively.

"Salesforce is such a powerful tool when connected to the levers of a business. Integrating Versature's cloud communications with Salesforce provides critical business insight and intelligence into the most widely used CRM and customer success platform in the world," says Jonathon Moody, Chief Operating Officer at Versature.

The release of Versature Salesforce CRM Connector CTI coincides with the Salesforce Dreamforce '15 conference in San Francisco. Attendees of Dreamforce can catch Versature COO Jonathon Moody's session "How to Create an Amazing User Experience" on September 15th from 12:30 to 1:10 at the Metreon AMC Theaters, and on September 17th from 8:30 to 9:10 at Century Theaters.



# V E R S A T U R E

**Business phone service. Evolved.**

The app is accessible for Versature users via free download from the Salesforce AppExchange. Simply search "Versature" under Apps to get started!

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#### About Versature Corp.

Versature is disrupting the Canadian telecom industry with Cloud-based Hosted PBX business communication solutions. Trusted by clients and partners across the country, Versature is an award winning company that is raising the bar with superior, cost-effective technology, and Canadian-based support. Founded in 2003, Versature has a rapidly growing Hosted PBX subscriber base and a strong partner network from coast to coast.

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