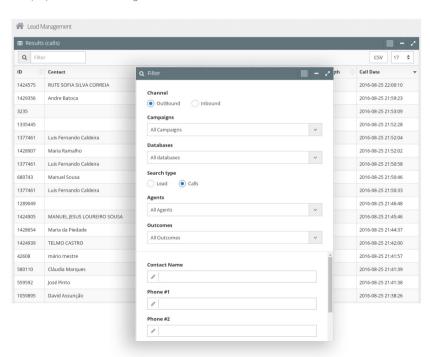# CRM

Go contact
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CRM

The GoContact CRM ensures an Omnichannel view of the interactions received and held with customers.

It allows a 360 view of the interactions held with customers and carried out by the different channels (voice, tickets, emails, WebChat).
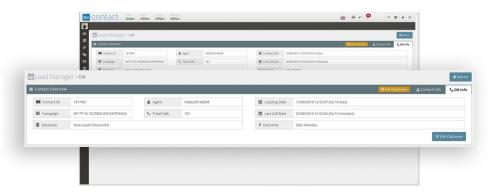
Consultation of the customer history is available with a simple "click".

Ensure a proper customer management with the GoContact Platform.

Functionalities

- The GoContact platform provides a "contact sheet" logic, which is always available, ensuring identification of the customer while in contact.
- The contact sheets (multiple configurable fields that are part of the customer description) can be created at the moment of contact, loaded by uploading a database or fed by an external tool by means of integration.
- They can be changed whenever necessary, ensuring the recording of the respective changes.
- If the agent receives a contact which is identified by a contact sheet and wants to change it for another, or even create a new contact sheet record, the agent will be able to carry out such task in a quick and intuitive manner.
- Interactions are associated with their contact sheets, whether being inbound or outbound voice interactions, or those from tickets, emails, etc., allowing to track all information generated through our platform.
- With its CRM concept, the platform ensures in the same operation the correct and efficient management of the inbound and outbound associated actions, ensuring an effective customer management.
- You have here all information you need! If you want to start looking for the calls now, just choose the start and end date, some filters, and you're on the right path!
- Integration with the SugarCRM.

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