

ANNOTATION

The work includes 114 pages, 29 pictures, 3 table and 20 information sources.

The purpose of the work is to increase the efficiency of the enterprise by integrating the CRM system with telephony.

Considering the integration of bpm'online with different RBX, the effectiveness of the CRM-system integrated with telephony, the possibility of increasing the efficiency of the enterprise through integration with telephony are presented in this work. "Customer communication and processing script for KC" which improves the operation of the KC operator, and reduces the processing time of one call are also made.

Keywords: CRM, Avaya, integration with telephony, PBX, CRM-system, bpm'online.