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Genesys Engage cloud Administrator's Guide

Salesforce Adapter for Outbound

Salesforce Adapter for Outbound

Welcome to the *Salesforce Adapter for Outbound*. This document provides information about installing and configuring the Engage SFDC Adapter for Outbound on [salesforce.com](https://www.salesforce.com), as well as some quick how-to information on exporting your campaigns.

The Engage SFDC Adapter for Outbound is a plugin that allows customers to export contacts to the Engage platform, easily. Here are some of its key features:

- Agent-Assisted or Automated Calls** —● Dialer (Predictive, Progressive, Preview) or Outbound IVR
- Integrated Agent Desktop** —● Genesys Agent Desktop integrated into Salesforce console
- Screen Pop** —● Automatic screen pop on inbound or outbound interaction includes Salesforce record information (Lead, Contact, Account, or custom data)
- Trickle Feed** —● Automatically adds new Salesforce leads into your outbound campaigns as they come in – leads contacted within SECONDS, not minutes
- Automatic Data Sync** —● Details of the outbound interaction are automatically updated to the Salesforce record upon completion of the interaction
- Web Services API** —● External applications and websites can submit contacts via API call for immediate outbound contact