

For Better Sales Performance, CRM Data Accuracy is Key to Success

Improve rep effectiveness and CRM accuracy without disrupting existing workflows.

The screenshot displays the Gryphon Dialer CRM interface. At the top, there are navigation tabs for 'General Settings', 'Leads', 'Contacts', 'Accounts', 'Opportunities', 'Gryphon Sales Intel', 'Gryphon Dial/View', 'Activities', 'Reports', and 'Home'. Below this is a 'List View Name: Stefan Leads' header with a 'New' button. The main area is a table of leads with columns: VIEW CONTACT, NAME, COMPANY, PHONE, PHONE STATUS, MOBILE, MOBILE STATUS, EMAIL, CITY, STATE/PROVINCE, OWNER ALIAS, LEAD STATUS, and CREATED DATE. The table contains several rows of lead data, some with 'Override' buttons and 'Click to Dial' links. On the left side, there is a keypad overlay with a search bar and a grid of numbers (1-9, *, #) for dialing. Below the keypad is a 'Select Campaign' dropdown menu.

Gryphon Sales Performance for Lightning was developed to incorporate our proven telephony and marketing compliance framework to optimize and enhance the Lightning interface and overall rep experience. *

Save Time

- ▶ **Click-to-Dial:** Save time by calling clients and prospects directly from the Lightning UI/UX
- ▶ **Dial View:** Allow users to quickly initiate calls to saved records and calling lists already certified for compliance

Improve Accuracy & Utilization

- ▶ **Universal Access:** Call from any device including Click-to-Dial, iPhone, Android, office phone, landline or softphone
- ▶ **Automatic Logging:** Automatically capture and render all call activity via Lightning regardless of dialing device

Train & Coach Reps

- ▶ **Performance Dashboard:** Displays team call activity and outcomes in a real-time dashboard, giving managers visibility into the daily call activity of their team with simple, customizable metrics and KPIs
- ▶ **Call Recording:** Enable compliant, on-demand call recording from any device or interface, including Lightning

Ensure DNC & TCPA Compliance

- ▶ **Indemnified Compliance:** Check every contact point against the most up-to-date database of federal, state and industry regulations, as well as proprietary business rules and data sets

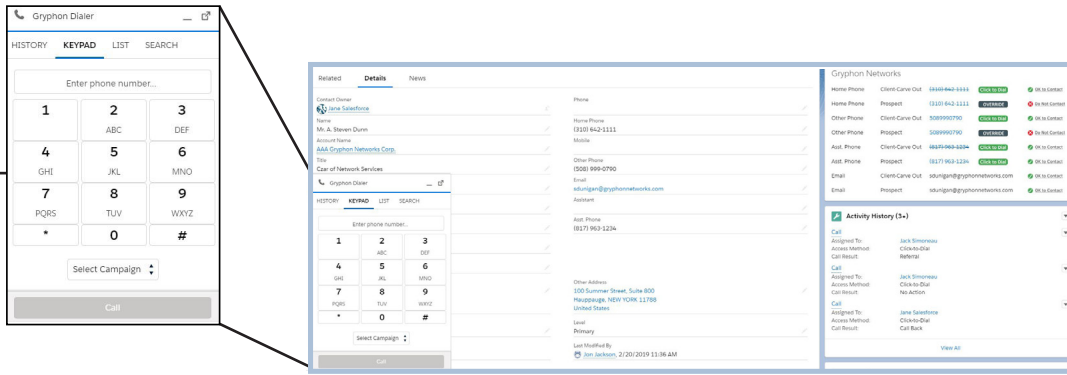
* Gryphon Sales Performance is also backward-compatible with the Classic View.

▶ [\(855\) 554-7974](tel:(855)554-7974) www.gryphonnetworks.com



Sales Performance for Lightning in Action

► Gryphon Dialer

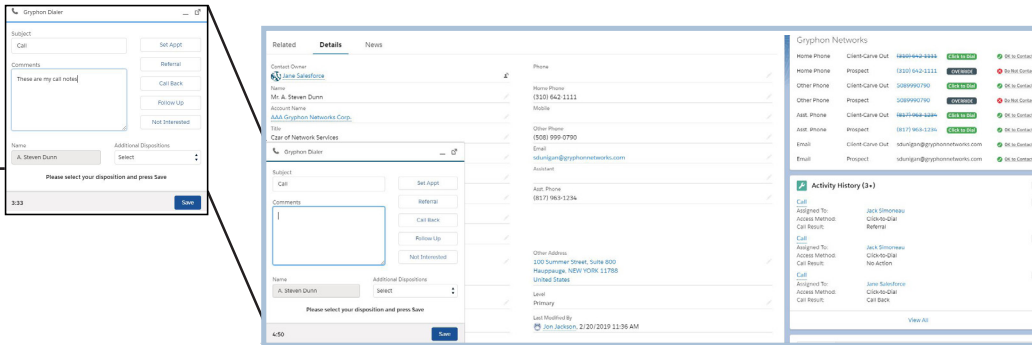


AUTOMATED CONTROL

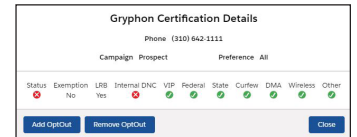


Make calls, take in-call notes and disposition call outcomes directly from individual records and calling lists.

► Bulletproof Marketing Compliance



INDIVIDUAL CONTACT DETAIL

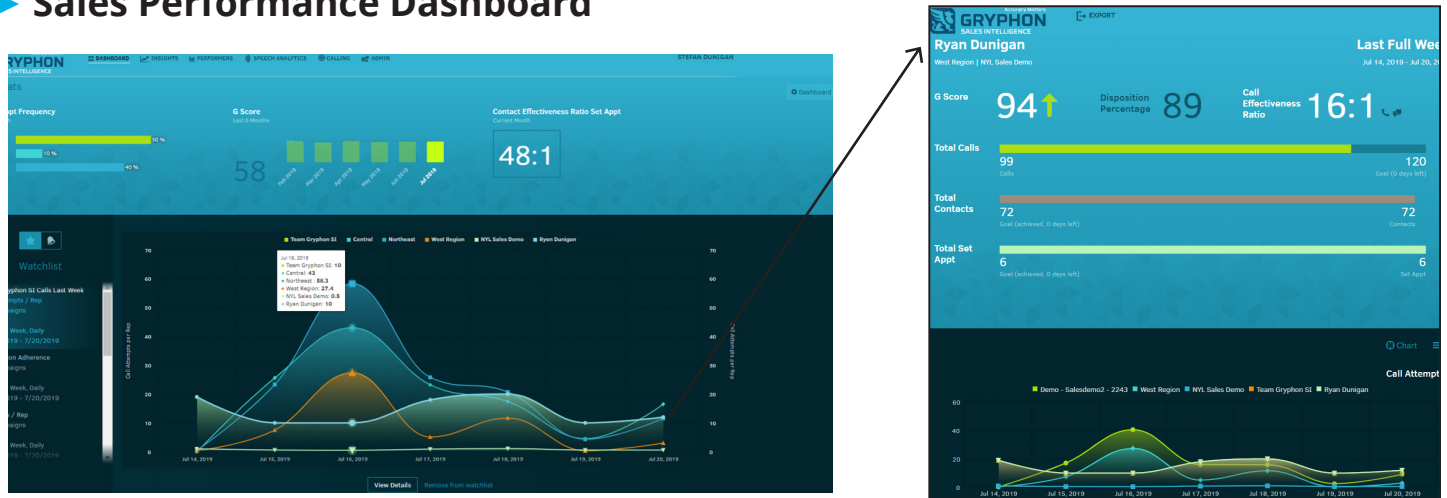


RECENT CALL ACTIVITY



Check every record and list against real-time, failsafe compliance database.

► Sales Performance Dashboard



Real-time visibility into all daily sales call activity with simple, customizable metrics and KPIs.