

KnowledgeShift Talk2CRM Nominated for Chicago Innovation Award

Written by Australian Business

CHICAGO, IL, August 22, 2014 **/24-7PressRelease/** -- KnowledgeShift's voice enablement application Talk2CRM is one of 550 nominees for the 2014 Chicago Innovation Awards. Talk2CRM is designed to speed up the collection of valuable company intelligence information from any outside salesforce.

Companies invest thousands of dollars in CRM (customer relationship management) software applications only to find out that many of their sales reps still keep track of meetings and customer records on paper or in spreadsheets. By using Talk2CRM, companies can capture this information immediately after client or prospect meetings by simply having the sales reps respond to audio prompts from their phone. Talk2CRM then maps the audio responses to the unique fields in their CRM system. And, as soon as the the sales rep hangs up, Talk2CRM automatically populates the correct fields into the record.

"Many of our clients are amazed at how fast this technology works and how easy it is to use," says Nancy Munro, CEO. "The potential for cost savings and more accurate data collection is appealing to businesses across the board."

Since 2002, the Chicago Innovation Awards has been the largest celebration of innovation in the Midwest. Winners of the 2014 Awards will be presented in late October.

KnowledgeShift develops voice enablement applications to solve business challenges. Their two legacy products are Mobi-RolePlay and Talk2RCRM.