

CHICAGO, IL, August 22, 2014 **/24-7PressRelease/** -- KnowledgeShift's voice enablement application Talk2CRM is designed to accelerate the data collection process of valuable company intelligence information from field reps right after they meet with a prospect or customers. Companies invest thousands of dollars in CRM (customer relationship management) software applications only to find out many of the sales reps still keep track of meetings and customer records on paper or in spread sheets. Talk2CRM can capture this information right after they have met with the custom from simply asking the sales reps to respond to audio prompts from their phone. Talk2CRM can map the audio prompts to the unique fields in their customer's CRM system. After the sales rep responds to the prompts and hangs up, Talk2CRM automatically populates the correct fields in the record.

"Many of our clients are amazed at how fast this works and can't believe how easy it is to use", states Nancy Munro, CEO.

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