

I thought I'd let people know about the release of CRM2Outlook LEADS which has been requested for sometime now. With this plugin the content in a structured Outlook email is extracted by CRM2Outlook and inserted into your CRM system.

Many organisations we speak to have a website-based enquiry form which sends the details entered to an email address when the form is submitted. The trouble is that the recipient of the email then has to manually type the details into their CRM system. Obviously this takes time and is prone to mistypes.

With CRM2Outlook LEADS you simply install the plugin on the PC that is receiving the emails, set up the connection to your CRM (currently only SugarCRM and info@hand CRMs are supported), you then tell the plugin what to look for in the email and where to place it in the CRM (you do this for each field).

For example the body of an email contains....

Firstname: John  
Lastname: Doe  
Organization: ACME inc.

Here, you would map "Firstname: " and anything after this phrase place in leads.firstname field in CRM.

We should see the official release by the end of the month. I will post an update nearer the time.