# What's new in Go Integrator Cara?
## Product Update: v4.5.0

**Go Integrator Cara** is a unified communications client for the Cisco BroadWorks hosted telephony platform. In this latest version, 4.5.0, new features have been added, along with various improvements, bug fixes and an updated CRM Integration library with 14 new CRM Integrations.

## New Features

### Related Data

Go Integrator Cara extends its CRM integration feature set with Related Data, providing the user the ability to quickly locate and present additional data related to the caller*.

This enhancement to CRM integration improves customer experience by providing impactful data from one or more integrated CRMs, arming the user with key information they need at the time of the call.



Examples of related data include the **callers tickets**, **cases**, **call activity records**, and **emails**.  The related data is presented to the user within an expanded window, accessible from a number of locations including the Preview Window, Call Toolbar, AppBar, and Tray Menu search.
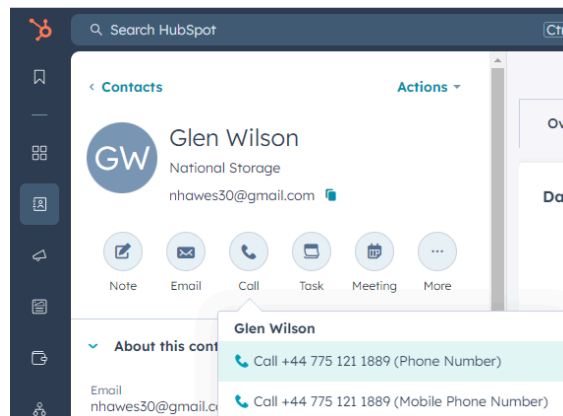
Users can simply access this data within the tabs:

• **Activity** - A timeline of Activities (time related data) - e.g. Call activity records, emails, calendar meetings

• **Related Data** - Related data to the caller, e.g. the company they work for, open deals they have, and open tickets.

• **Other CRM** - When multiple CRM's are used this displays additional CRM's where the contact appears, with the ability to screen pop.

When multiple CRMs are configured, Related Data combines search results into one window to deliver

an extended set of shared information tied to the contact.

*Related Data is currently available for a number of CRM Integrations: Freshdesk, HubSpot, Keap, Microsoft Dynamics 365, Microsoft*

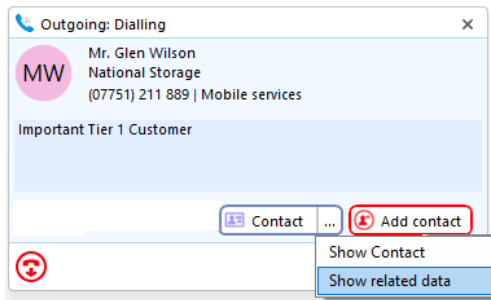*Outlook (desktop) and Salesforce.*

## Native Dialling within HubSpot

Go Integrator Cara has been added to the HubSpot App Marketplace to integrate directly with the

HubSpot Calling Extensions SDK. This directly integrates to the HubSpot calling options, to make calls

directly from HubSpot.
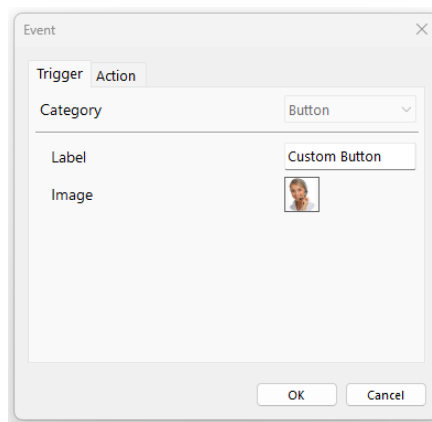




## Improvements

## Combined Context Buttons

User display enhancements have been made to combine "Show Contact" and "Action buttons" from a

number of locations within Go Integrator Cara that include Preview Window, Call History, and the new

Related Data window.  Combined context buttons now present multiple actions that come from a single

CRM into a combined button, making it clearer and easier to navigate for users whilst keeping Screen

Pop as the default action.

## Custom Icon for Custom Event Button

When using the button to trigger a custom event, the icon can now be changed to use as custom .PNG or .ICO image.



## New Integrations

The following CRM Integrations have been added, or improved, in this version:

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|---|---|
| **aerona dental** | Aerona Dental is a cloud-based practice management software. AeronaDental Clinical & Dental Software is an integrated system for appointment management & more. |
| **AUTO GARAGE NETWORK** | All-in-One Elite Workshop ProMax Garage Management Software For Garage Workshop, MOT Centre & Tyre Fitting Centre |
| **CARGAS®** | Cargas Energy Logistics, and CRM for propane, heating oil, and HVAC companies. |

| | |
|---|---|
| **DIAS SOFTWARE** | Innovative sales software for insurance advice, contracts and claims administration, CRM, workflows and client portals. |
| **Freshsales** | Freshsales helps you run smart sales campaigns to generate more leads, then capture, qualify, route, and track them with the power of Freddy AI. |
| **gripp** | With Gripp you have an integrated overview of all your customers, leads and relations. Anywhere and anytime. All addresses, sales agreements made, communication history online and in one place. |
| **method:CRM** | Method is the complete business process automation solution for businesses that operate on QuickBooks and Xero. |
| **nxt match.** | NxtMatch is the ideal assistant for a recruiter. Maximize recruiter performance with clear workflows and easily accessible information. |
| **OptifiNow.** | OptifiNow offers a full cloud based Sales & Management Platform that acts as a personal assistant to each sales person to help them convert every opportunity. |
| **Prevail** | Prevail Case management software, for different types of law. Prevail accomplishes this goal by eliminating dependence on hardcopy files and performing routine tasks automatically. |
| **recruit crm** | Recruit CRM's ATS + CRM is a single solution to streamline and automate your recruitment process. |
| **SEVENROOMS** | SevenRooms is a guest experience and retention platform that helps hospitality operators create exceptional experiences that drive revenue and repeat business. |
| **SUITE CRM** | SuiteCRM is an open source Customer Relationship Management (CRM) software solution that provides a 360-degree view of your customers and business. |
| **tyresoft** | Tyresoft is a one-stop complete business management system for the tyre and automotive industry that integrates accounts, sales, stock and marketing functions into one secure, cloud-based platform for easier, more effective management of a business. |

For the full details on this release, please refer to the Release Notes here.