



# What's new in Go Connect Mari?

Product Update: v4.5.0

**Go Connect Mari** is a CRM Integration solution for Microsoft Teams. 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 2 new CRM Integrations.

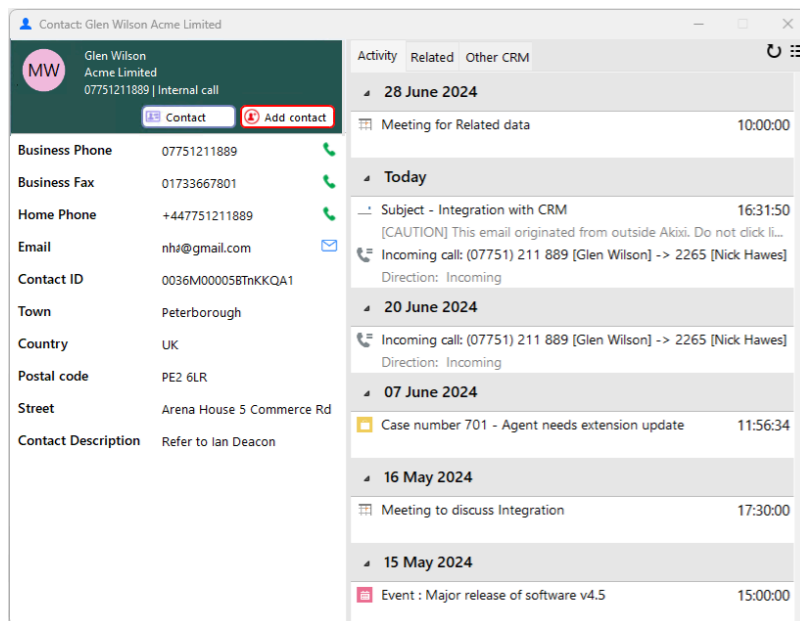


## New Features

### Related Data

Go Connect Mari 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 locations including the Preview Window 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.

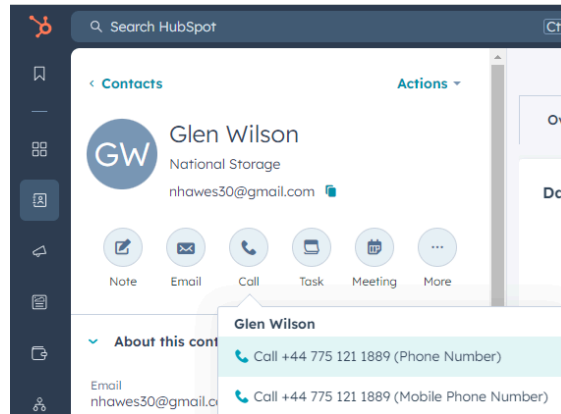
- **Other CRM** - When multiple CRM's are used this displays additional CRM's where the contact appears, with the ability to screen pop.

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

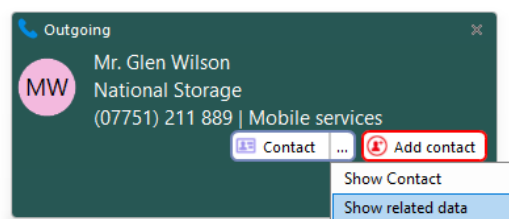
Go Connect Mari has been added to the HubSpot App Marketplace to integrate directly with the HubSpot Calling Extensions SDK. This directly integrates to the HubSpot calling options, to make calls directly from HubSpot.



## Improvements

### Combined Context Buttons



User display enhancements have been made to combine “Show Contact” and “Action buttons” from locations within Go Connect Mari that include the Preview Window 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.





## New Integrations

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

 <b>AUTO GARAGE NETWORK</b>	All-in-One Elite Workshop ProMax Garage Management Software For Garage Workshop, MOT Centre & Tyre Fitting Centre
 <b>Freshsales</b>	Freshsales helps you run smart sales campaigns to generate more leads, then capture, qualify, route, and track them with the power of Freddy AI.

For the full details on this release, please refer to the Release Notes [here](#).