



bicom vs **3CX**
S Y S T E M S

CRM feature set comparison

3CX vs Bicom (all editions)

CRM feature set comparison

The 3CX CRM integration supports call and chat logging, contact lookup, call popup with information about CRM contact and logging call recordings, transcripts, and summaries in CRM, though some features may require custom configuration or a premium package (not clear from web information, needs to be verified)

Bicom's new CRM service (v8) offers a deeper, native in-app integration, allowing users to work almost entirely within gloCOM. Key advantages over 3CX include support for multiple CRMs per tenant/company, in-app contact management, editable notes and subjects, customizable CRM widgets, automatic conversation logging (call recording, transcription, subject, notes) in CRM, and a more intuitive, user-friendly experience.

The Bicom solution is positioned closer to premium providers like Dialpad in terms of functionality and user experience.

More information is available in the table below.

	3CX	Bicom
Contact synchronization	Automatically sync contacts with 3CX	Currently we have contact syncing in gloCOM which was causing issues and gloCOM crashes. So with the new CRM service, CRM contacts will not be synced/stored locally in some contact list in gloCOM but displayed in the chat widget (in gloCOM web and new desktop) using API calls. Although this is a benefit, more API calls will probably be spent and we are not sure if this will incur additional costs.
Contact Lookup	Search contacts, leads by phone or email number during calls/chats, with options to add them to 3CX for quick access	Search contacts, leads, accounts by phone number, email (customer ID)
Call Pop up	Generate unique URLs for each CRM contact, letting the team jump straight to customer details or sales opportunities in CRM with one click	Call pop up exists as a separate option. With the new CRM service, there will be an additional option to view in CRM

Displaying account, lead or contact on call popup	Only account or lead	View in CRM supports opening any type of data record
Call Journaling:	<p>Log call details into CRMs notes or in a dedicated section, covering four call types:</p> <ul style="list-style-type: none"> - Inbound answered and unanswered, outbound answered and unanswered 	<p>Logging call details into CRMs covering four call types:</p> <ul style="list-style-type: none"> - Inbound answered and unanswered, outbound answered and unanswered
Chat Journaling:	Push Facebook, website, SMS, and WhatsApp for Business chats into CRM, keeping all customer touchpoints in one place	<p>Logging messaging details into CRMs covering 2 types:</p> <ul style="list-style-type: none"> - Inbound answered and unanswered
Link to call recording in CRM	Yes, but it is not clear if some additional development is needed to enable this	✓
Link to messaging transcript in CRM	Chats are added in the description or somewhere in CRMs	✓
Supporting multiple CRMs per system	✗	✓ with v8
Respecting users permissions	No, call popup information about contacts is visible to everyone	Yes, every user in gloCOM that has enabled CRM logs with their account and has visibility/works in accordance with their permission set
CRM widget in App with information about contact, lead, account or some other data model	No, only call popup with the possibility to open contacts in CRMs and add details there (switching between 3CX and CRM)	Yes, completely customizable data models in PBXware configuration that are then visible in gloCOM web&Electron. (fields can be selected, permissions per field defined, permission per data model defined)
No match, one match or multiple matches displayed	No, multiple matches are not displayed, 3CX does not support it. In that case, contacts will not be found and activity will not be logged	Multiple matches are supported, users can choose one match during a call, create a new one or search for another one. If nothing is done, the system will log the activity to the match that was last updated

Logging calls or messaging requests from all devices	✓	✓
Logging missed calls as administrator	✓	✓
Add customized subject in app as user during a call/messaging request that will be uploaded in CRM	No, they can only work directly in CRM	✓
Add notes in app as user during a call/messaging request that will be uploaded in CRM	No, they can only work directly in CRM	✓
If no contact found or created during conversation system can create it automatically	✓	✓
Creating contact from CRM in Contacts module	✓	✗
Custom CRM	Yes, smaller amount of functionalities but easier to add	Yes, deeper integration, harder to add
CRM routing rules	No, but there are some options supported through Call flow designer	Yes, advanced CRM routing rules for voice channels that work across multiple CRM integrations and provide a lot of flexibility. For example, users can set routing contacts to the account manager etc. It's possible to add custom actions for different conditions - region, agent etc.
AI call recording transcription in CRM	Yes, probably on premium packages	Development in progress
AI call summary in CRM	Yes, probably on premium packages	✗
User intuitiveness and friendliness	Basic UI/UX experience	Advanced UI/UX experience (a lot of features similar/same as Dialpad implemented which is for premium category providers)

<p>Licensing</p>	<p>Not additionally charged for CRMs but Call flow designer needed for advanced routing is only included in premium packages</p>	<p>Additionally charged per extensions (not concurrency model), but CRM and CRM routing rules are included in price</p>
<p>CRMs supported</p>	<p>Salesforce Odoo Hubspot Pipedrive Microsoft Dynamics vTiger Zendesk Zoho ConnectWise Freshdesk Bitrix24 Kommo Jetpack CRM Vendor supported: 1CRM Freshsales Freshworks Nutschell</p>	<p>Salesforce Odoo Hubspot Pipedrive Microsoft Dynamics vTiger Zendesk Zoho Suite CRM SugarCRM Bullhorn</p>
<p>Vendor support</p>	<p>✓</p>	<p>✓</p>

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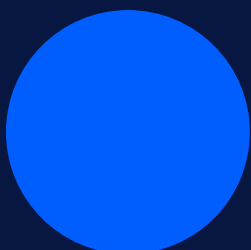
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