

Add 3CX to Your Site

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3CX Marketing Guidelines

1. 3CX is a registered trademark and cannot be used without our written consent.
2. 3CX has submitted all trademark registrations to Google and has taken all precautions so companies cannot use 3CX in their ads.
3. **3CX Logo guidelines:**
 - a. The 3CX logo cannot be altered.
 - b. Keep the original proportions, do not stretch or condense.
 - c. Don't redraw the logo or create your own variation.
 - d. Don't add other graphics or your own text to the logo.
4. 3CX website content should not be copied to third-party websites.

Why an Updated Website Matters

Millennials make up 73% of B2B decision-makers and 58% start their buying process online. 81% of all buyers research before purchasing.

If your website is outdated, you're losing business. It should clearly show what you offer, your 3CX expertise, and why someone should contact you. An updated site builds trust and helps you stay relevant.

3CX Partner Website Content

Here are our suggestions for 3CX content, which you can either use on your website or adapt accordingly.

3CX – Unified Communications for Business

3CX is a feature-rich unified communications system for enterprise business, offering voice, video, live chat, and messaging. It works for remote, hybrid, and office-based teams, enabling communication across all channels in one platform.

Why Enterprises Choose 3CX

- **Complete Telephony:** Web Client and mobile apps keep staff connected from any location.
- **Video Conferencing:** Built-in. No extra software or licenses needed.
- **Live Chat:** Add to your website. Integrates with Facebook and WhatsApp.
- **SMS Support:** Let customers contact you via SMS.
- **Reporting & Analytics:** Includes call logs, dashboards, and usage reports.
- **AI Features:** Includes call routing, voicemail transcription, and customer interaction tools.
- **Integrations:** Works with Microsoft Teams, 365, and major CRMs.
- **Cost Control:** No extra charges for features. Minimal hardware needed.
- **Flexible Setup:** Keep your numbers, use any SIP phones, choose your provider.
- **Security:** Built-in encryption and security tools.
- **Deployment Options:** Run on-premise, in your cloud, or on Hyper-V, VMware, or KVM.
- **Proven Solution:** Used by 350,000+ businesses. Delivered by 3CX, supported by you.

Try 3CX Yourself – Start Your 1-month Free Trial Today

Test the full system here: [\[Insert your referral link\]](#)

Need a demo? We'll walk you through it and answer your questions - no obligations.

3CX Apps & Features

Work from Anywhere with 3CX

Improve response times and stay available to customers, wherever you are. Use your extension on Android, iOS, Windows, or in your browser.

Manage calls, [live chat](#), [Facebook](#), and [WhatsApp](#) from one platform - no switching between apps.

3CX Mobile Apps for Android & iOS – Enterprise Communication On the Move

Enable secure business communication on the go. With 3CX's Android and iOS apps, your team stays connected, productive, and responsive wherever business takes them.

Key Enterprise Features

- **Call Handling:** Use your office number to make and receive calls anywhere.
- **Video Conferencing:** Built-in. No need for third-party tools.
- **Internal Chat:** Secure messaging with your team in real time.
- **WhatsApp Integration:** Reply to WhatsApp messages directly in 3CX.
- **Conference Calls:** Start and manage from your mobile.
- **Free VoIP:** Cut telecom costs using Wi-Fi or mobile data.
- **Security:** End-to-end encryption for calls and messages.

Use the Right Tools

Keep business communication on company-approved platforms like 3CX. Avoid personal apps. Maintain control, consistency, and security.

Safe Communication on the Move

3CX works with Apple CarPlay and Android Auto. Staff can stay connected while driving - without distraction!

Key Benefits of 3CX in the Car

- **Hands-Free Calls:** Use voice commands or vehicle controls to make and receive calls.
- **Voice Messaging:** Use Siri to send and reply to messages via 3CX.
- **Contact & Call Access:** Reach contacts and view call history through your car's interface.
- **Voicemail Access:** Listen to voicemails from the dashboard.
- **Bluetooth Support:** Enhanced Bluetooth performance for Android users.

Stay connected and productive on the road without compromising safety.

3CX Web & Desktop Apps

Use 3CX from any browser or desktop - no VPN needed. It's user-friendly and designed for mobile and remote teams.

Key Features for Enterprise Businesses

- **Work Anywhere:** Access calls, chat, and meetings from browser or app.
- **Browser Calling:** Call from your browser or control your desk phone remotely.
- **Omnichannel Messaging:** Handle live chat, WhatsApp, Facebook, and SMS in one place.
- **Video Meetings:** Start video calls with one click. No extra software.
- **Desktop App:** Use advanced features and multitask easily.
- **CRM Integration:** Click-to-call and log interactions in your CRM.
- **Microsoft 365:** Sync users, SSO, calendars, contacts, and Teams presence.
- **Team Presence:** See who's available in real time for faster collaboration.

3CX Live Chat

Provide excellent customer support with real-time customer communication via your website, app, Facebook, and WhatsApp - all from one platform.

Key Features

- **Live Website Chat:** Respond to visitors instantly.
- **Chat Queues:** Route chats by department or priority.
- **Centralized Messaging:** Use the 3CX Web Client or App for all chats.
- **Team Collaboration:** Transfer chats between staff as needed.

- **Chat-to-Call/Video:** Switch to voice or video with one click.
- **Chat Reports:** Track response times, volumes, and satisfaction.
- **Manager Tools:** Monitor chats and team performance in real time.

3CX Facebook Messenger Integration

Handle Facebook messages directly in 3CX by integrating Facebook Messenger - no need for agents to access Facebook.

Key Features

- **Direct Integration:** Facebook messages go to the 3CX Web Client.
- **Secure Access:** Agents reply without logging into Facebook.
- **Chat Queues:** Route messages to teams for faster responses.
- **Reporting:** Monitor performance by agent and queue.

Improve response time and keep control of your social support!

3CX WhatsApp Integration

Manage WhatsApp messages professionally - no personal numbers needed.

Key Features for Enterprise Companies

- **Centralized Messaging:** Handle WhatsApp chats inside the 3CX platform.
- **Policy Compliance:** All messages are logged and auditable.
- **Employee Privacy:** Agents reply using business IDs, not personal numbers.
- **Team Queues:** Distribute chats across teams to manage workload.
- **Conversation History:** All messages are stored for review and training.

3CX SMS/MMS Integration

Use SMS and MMS for business communication - secure, scalable, and team-ready.

Key Features

- **Business Messaging:** Send and receive SMS/MMS using your company identity.
- **Team Routing:** Distribute messages to multiple agents for faster replies.

- **Privacy Protection:** Staff reply without exposing personal numbers.

3CX Video Conferencing

3CX Video Conferencing is integrated, secure and allows you to have video meetings with no limits or extra costs.

Key Features

- **Up to 250 Participants:** Run large meetings or webinars. No extra licenses.
- **Unlimited Duration:** No time caps or per-user fees.
- **One-Click Access:** Join from browser or app. No downloads.
- **Global Dial-In:** Participants can join by phone from anywhere.
- **Chromecast Support:** Cast meetings from Android devices to any screen.
- **Screen Sharing & Background Blur:** Share screens or apps. Stay professional.
- **Interactive Tools:** Use whiteboard, reactions, polls, and chat.
- **YouTube Streaming:** Broadcast events live with one click.
- **Remote Control:** Give or get desktop control for support.
- **Pre-Upload Files:** Share materials before the meeting starts.
- **Meeting Recording:** Record for training or compliance.
- **Low Bandwidth Optimized:** Built on Google WebRTC for stable HD video.
- **Private by Design:** Data stays on your 3CX server. No storage or third-party access.
- **On-Premise MCU:** Optional for full control and privacy.

3CX Contact Center

Deliver exceptional customer service with a Contact Center fully integrated with your phone system. No add-ons or extra licensing required.

Key Features

- **Built-In Contact Center:** No separate tools. Included with 3CX.
- **Omnichannel Support:** Handle voice, SMS, WhatsApp, Facebook, and live chat in one interface.
- **Call Routing:** Use round robin, hunt groups, skill-based routing, IVR, and callback.
- **Manager Tools:** Monitor live calls and chats. Use Listen In, Whisper, and Barge In.

- **Switchboard & Wallboard:** Real-time dashboards to track queues and KPIs.
- **Reporting & Analytics:** Get detailed reports on agents, queues, SLAs, and more.
- **Grafana Integration (Beta):** Visualize trends and metrics of your reporting.
- **CRM Integrations:** Supports Salesforce, HubSpot, Zoho, Microsoft Dynamics, Freshdesk, and more.
- **CRM API & Wizard:** Build or configure integrations—even for unsupported CRMs.
- **Microsoft 365:** Sync contacts, users, and calendars. Enterprise Edition supports Teams Direct Routing.
- **Call Recording & QA:** Record calls and train agents in real time.
- **Hot Desking & CFD:** Support shared workstations and create workflows with Call Flow Designer.

Cut Costs Without Losing Capability

3CX replaces multiple tools with one platform - voice, video, chat, and contact center - reducing both complexity and telecom spend!

Enterprise Cost-Saving Features

- **Up to 80% Savings:** Lower phone bills with IP calling and flexible licensing.
- **Pay Per Call, Not Per User:** Licenses are based on simultaneous calls, not total users.
- **Free Internal Calls:** No cost for calls between staff, branches, or remote users.
- **SIP Trunk Support:** Use low-cost SIP providers for outbound calls.
- **No Toll-Free Fees:** Use web-based calling instead of 800 numbers.
- **Global Reach at Local Rates:** Use international DID numbers and IP telephony to serve global clients cost-effectively.
- **Click2Call:** Let customers call from your site or emails without dialing a number.

Security & Backup

3CX includes built-in features to protect your communications system and ensure uptime.

Key Features

- **Hardened Web Server:** Secured configurations to block known vulnerabilities.
- **SIP Attack Protection:** Detects and blocks SIP-based threats in real time.
- **Global IP Blocklist:** Automatically updates to block known malicious IPs.

- **Encrypted Traffic:** SRTP for voice, 3CX Tunnel for app traffic, HTTPS for web.
- **Auto SSL Management:** SSL certificates issued and renewed automatically.
- **Security Ratings:** Rated A+ by Qualys and A by Immunilabs.
- **Failover Support:** Built-in automatic failover to keep services running.
- **Admin Access Control:** Restrict console access by IP address.

[Call Flow Designer](#)

By utilising 3CX's Call Flow Designer you can handle incoming calls effectively, efficiently and much faster. Here are just a few examples of how 3CX can improve your customer service:

- Call routing based on customer authentication
- Automatic outbound dialler
- Callback scheduler
- Credit Card Authentication
- Phone Orders
- Surveys
- Automated Text to Speech & Speech to Text in 120 languages

3CX CRM Integration

Connect 3CX with CRMs like Salesforce, HubSpot, Dynamics, Zoho, and others. It helps you improve customer service and team efficiency.

Key Features

- **Caller ID Lookup:** Pulls up customer records before answering.
- **Service History Access:** View past interactions instantly.
- **Auto Contact Creation:** New numbers are logged in the CRM automatically.
- **Click2Call:** Dial directly from the CRM.
- **Call Logging:** Calls are recorded in the customer's CRM history.
- **Faster Calls:** Agents skip repetitive questions with full record access.
- **Wide CRM Support:** Works with major CRMs and helpdesks.
- **Custom Integration:** Use the CRM wizard or API for unsupported systems.
- **Sales Enablement:** Quick access to data and one-click calls for faster engagement.
- **Call Journaling & Transcription:** Logs and transcribes automatically - no manual entry.

3CX Hotel PBX

3CX Hotel Module offers a hotel-grade communications system with built-in features. High-end experience at no added costs!

Key Features

- **Check-In/Out:** Manage via PMS or 3CX Web Client.
- **Guest Extensions & DND:** Assign extensions and control Do Not Disturb settings.
- **Call Controls:** Block external calls in vacant rooms. Schedule wake-up calls.
- **Billing & Housekeeping:** Bill room calls via Fidelio. Update room status by phone.
- **Live Chat Integration:** Handle guest chats from websites, WhatsApp, or Facebook. Convert to calls with one click.
- **PMS Support:** Integrates with systems like Micros-Fidelio, Protel, and roomMaster. Shows guest details across departments.

Instant insights with AI analytics from 3CX

[3CX AI](#) features give managers a clear view of performance and customer satisfaction. Built for large teams, the tools help identify issues early, improve response quality, and streamline operations.

Sentiment Analysis

- Monitor sentiment by call, agent, queue, and ring group.
- Identify top-performing agents and flag interactions needing follow-up.
- Use sentiment trends to guide training and improve service.

AI Call Summaries

- Auto-generated summaries highlight key points of each call.
- Speed up issue resolution - no need to review full call recordings.
- Improve follow-ups with clear, concise context.

Advanced Reporting Dashboards

- **Call Logs:** Sentiment, summary, and transcript in one view.

- **Agent Performance:** Track average sentiment per extension.
- **Ring Group Stats:** Spot sentiment trends across teams.
- **Queue Reports:** Compare wait times with customer mood.

Flexible Transcription Options

Use Google, OpenAI, or 3CX's built-in engine - choose what fits your compliance, cost, and data privacy needs.