

# SIEBEL CRM CALL CENTER ON DEMAND INTEGRATION PACK



A HOSTED SOLUTION THAT SEAMLESSLY LINKS CONTACT CENTER COMMUNICATIONS TO YOUR ORACLE ENTERPRISE CRM APPLICATION.

## KEY FEATURES:

- Automatic call distribution
- Skills based routing
- Integrated voice response
- Computer telephony integration
- Voice-mail routing
- Call recording
- Quality monitoring
- Real-time and historic analytics
- VoIP
- Remote agents

*Traditionally, building and maintaining a contact center proved cost prohibitive and resource-intensive. Siebel CRM Call Center On Demand eliminates upfront capital expenditures and complex telephony infrastructure while providing a world-class contact center solution. This integration enables you to launch fully functional contact centers far more quickly and at a significantly lower cost, whether you are a small business or a multi-site enterprise.*

## REDUCED CAPITAL AND PER CALL COSTS

Siebel CRM Call Center On Demand delivers powerful contact center features including skills-based routing of voice and voice-mail, Integrated Voice Response (IVR) and Computer Telephony Integration (CTI) via a fast, flexible and affordable monthly service. The completely hosted solution is available as a Siebel Integration, a prebuilt bridge that seamlessly links CRM Call Center On Demand to Oracle contact center applications, including Oracle TeleService, TeleSales and PeopleSoft Enterprise Support, HelpDesk and HR HelpDesk.

With CRM Call Center On Demand, there are no upfront capital expenditures to implement an integrated CTI solution. Integration of the CRM Call Center On Demand communications platform to the enterprise applications (TeleService or Enterprise Support) for context-based screen pops on customer data is delivered at deployment with no expensive phone system or middleware upgrades.

By removing the need for costly communications infrastructure upgrades, implementing call center features and CTI with CRM Call Center On Demand reduces the cost, risk and complexity of such projects. Contact centers increase agent throughput with screen pops into their application, get the right caller to the right agent every time, and reduce per call costs.

## ELIMINATE TELECOMMUNICATIONS COMPLEXITY

A single vendor solution from voice to desktop guarantees accountability. Oracle provides you the single solution to manage the interaction with your customers, from inbound phone call to customer management. As a hosted offering, Siebel CRM Call Center On Demand enables our agents to provide superior customer support from any location. A telephone and internet-connected PC are the only equipment needed, eliminating the infrastructure complexity of a traditional CTI integration.

**BUSINESS BENEFITS:**

Lower cost of ownership, no upfront capital expenditure to implement hosted call center applications

Single vendor solution from voice to desktop guarantees accountability. Solution does not disrupt existing investments.

Personalize the caller experience and increase one-call resolution.

With this zero-integration-point environment, all upgrade risk is removed. Pre-built connection from CRM Call Center On Demand to your enterprise application means minimal telecommunications and IT resources. Fast, easy implementation minimizes the impact of CTI integration projects on your business.

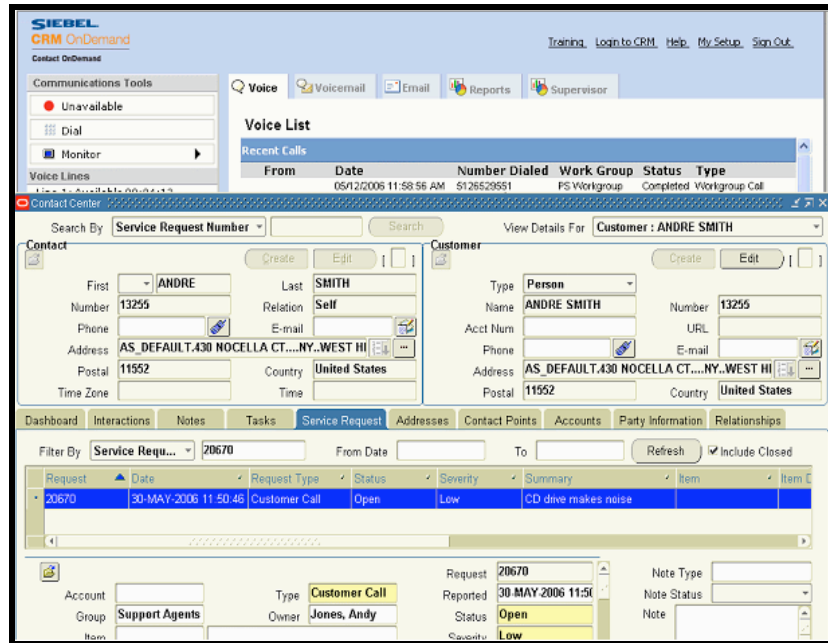


Figure 1: Siebel CRM Call Center On Demand Integration Pack for Oracle E-Business Suite

**PERSONALIZE CALLER EXPERIENCE**

Siebel CRM Call Center On Demand routes calls and voice mails with a highly scalable hosted automated call distributor (ACD) and IVR platform that enables intelligent call routing to multiple locations and workgroups with customizable greetings and on-hold options.

Incoming calls are automatically routed to the right agent or workgroup based on flexible workflow rules such as agent skill sets and availability, customer profile and real-time caller responses to IVR prompts. With CRM Call Center On Demand integrated to your application, you can increase one-call resolution.

Agents will know your customer before the dialogue begins with automated screen pops into the enterprise application, TeleService, Enterprise Support or Enterprise HelpDesk. Integration means you can also eliminate redundant information requests by using the Integrated Voice Response. With Siebel CRM Call Center On Demand your company can rapidly respond to customer inquiries with personalized communications that increase customer satisfaction.

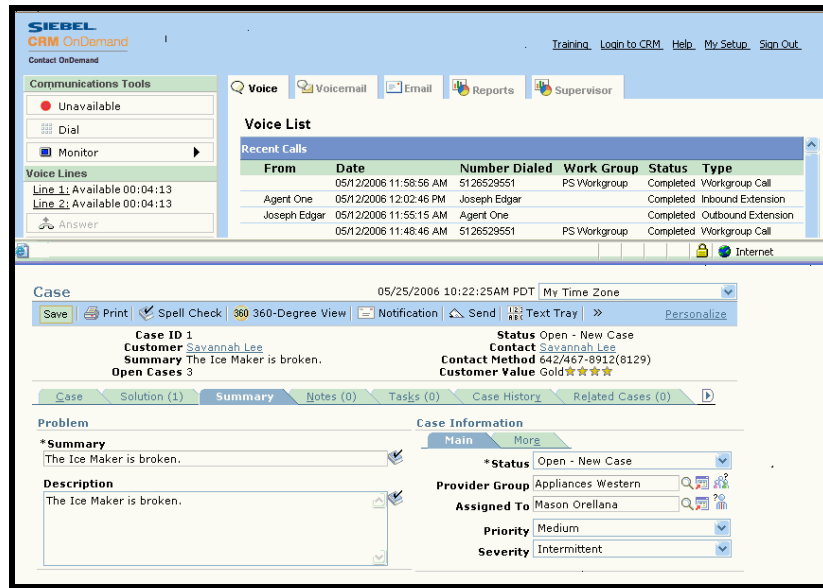


Figure 2: Siebel CRM Call Center On Demand Integration Pack for PeopleSoft HelpDesk

### THE SIEBEL CRM CALL CENTER ON DEMAND ADVANTAGE

Comprehensive, integrated contact center solutions. Proven business results. More than 12 years of experience in delivering to contact centers globally. Siebel CRM Call Center On Demand is an industry-leading On Demand solution that is reinventing the way businesses target, acquire and keep more customers. With a Siebel Integration Pack, Call Center On Demand integrates with Oracle's CRM applications for the contact center, Oracle TeleService and TeleSales, PeopleSoft Enterprise Support, HelpDesk and HR HelpDesk.

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