

SIEBEL CONTACT CENTER AND SERVICE APPLICATIONS



Deliver a great customer experience that sets you apart, improves efficiency and drives profitability with Oracle's Siebel Contact Center and Service applications.

CONTACT CENTER & SERVICE PRODUCTS

- Contact Center
- Call Center On Demand
- Field Service
- Help Desk
- eMail Management
- Computer Telephony Integration (CTI)
- Service Analytics

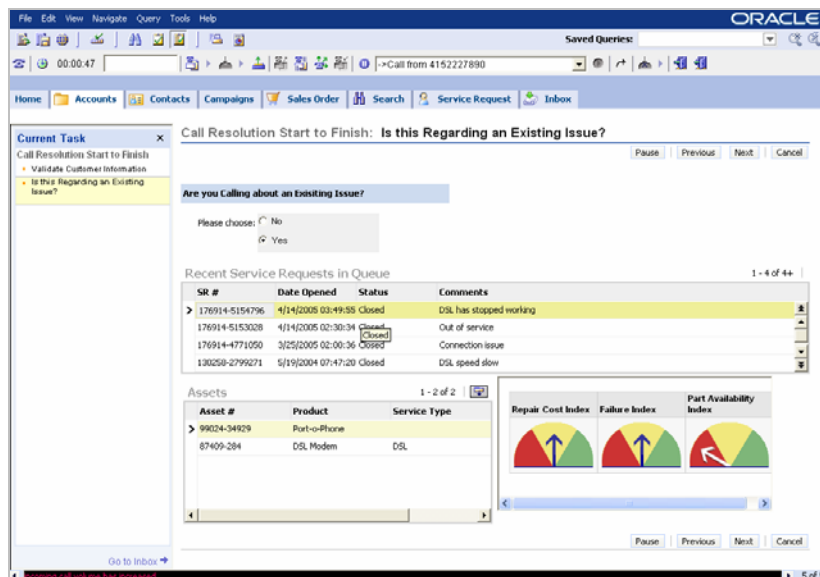
The Challenge of Meeting Customer Expectations

Companies today face many challenges in delivering great service—a host of products and services to manage, fragmented customer strategies that vary by business unit, complex business processes, and high volumes of customer interactions across multiple channels. With the rapid adoption of new communication technologies and devices, customer expectations also are rapidly evolving and growing. Overcoming these challenges to provide exceptional customer service is more challenging than ever.

Turning Your Service Organization into a Revenue Engine

Siebel Contact Center and Service applications help you deliver intelligent customer service that stands out in a crowded marketplace. Equipped with Siebel Contact Center and Service applications, your service agents can:

- Speed the quote-to-cash process
- Provide "one-and-done" service request handling
- Resolve service issues faster
- Seamlessly transfer service requests to field engineers and partners
- Deliver an exceptional customer experience



Siebel 8.0 organizes work into short "tasks" to ensure consistent business processes.

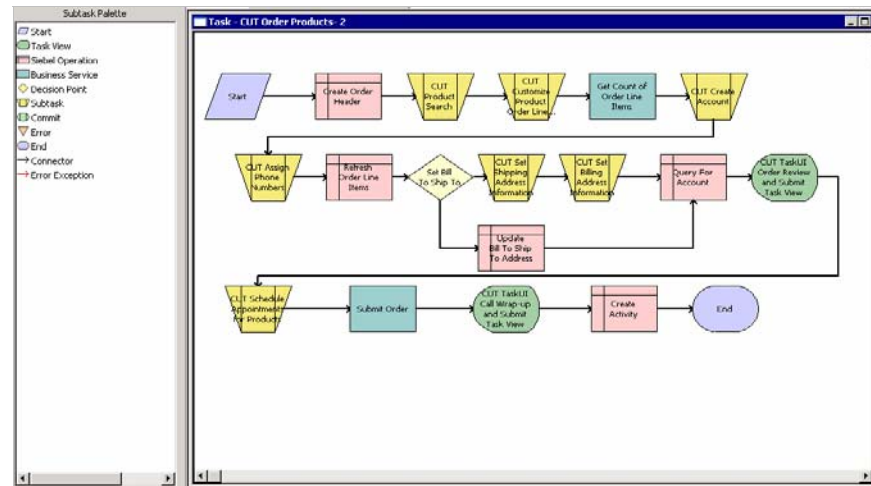
Ensure Consistent Business Processes

Adherence to rapidly changing processes is critical regardless of company size. The extensive business process automation capabilities in Siebel Service applications are further enhanced with the new task-based user interface.

Siebel's new task-based user interface enables authorized users to create their own work sequences, thereby increasing agent efficiency for common tasks while standardizing steps for unfamiliar ones. For example, if you discover a more efficient way to create a new service request and dispatch a field technician, you can easily create a new process. The revised task can then be deployed to an individual team or an entire organization—without calling IT.

Innovative Business Rules

In Siebel's latest release, a simple-to-use rules engine enables non-technical users to author and manage sophisticated business rules using a natural language toolset. Rules are the underlying logic—"if this, do that"—that enable the application to successfully enforce key business processes, including security, compliance and privacy initiatives. Business analysts can reconfigure business processes in real time to make them more efficient—without IT coding or complex scripting. For example, a business analyst in a call center may establish a rule preventing an agent from closing a service request if the customer has a field service repair scheduled.



The graphical task authoring tool enables users to create their own work sequences with a codeless process designer.

Intelligent Service Delivery

Siebel Contact Center manages all inbound customer interactions, routes calls to agents with the right skills and availability, and drives end-to-end service request management. It allows agents to:

- Quickly review customer information and triage the reason for the call

INTELLIGENT SERVICE FEATURES:

- Complete view of the customer, regardless of communication channel
- Intelligent call and service request routing
- Computer Telephony Integration (CTI)
- Integrated email management

- Search for known solutions and rapidly locate relevant information to bring customer service issues to resolution
- Deliver fast, consistent support with dynamic call scripting that intelligently guides interactions
- Follow-up on open service items with activity templates and workflows that guarantee consistent adherence to service procedures
- Provide one-and-done service

When a customer needs on-site service, your agents can quickly and easily validate service agreements, schedule appointments, and dispatch the right field engineer for the job. Customer information—service histories, assets, and entitlements—is immediately available to field service agents for seamless service delivery. As a result, your contact center can lower the total cost to serve while delivering exceptional customer service experience.

Unparalleled Sales and Marketing Campaign Effectiveness

With Siebel Contact Center, your telesales professionals have complete visibility into the sales pipeline, empowering them to meet sales quotas with up-to-the-minute data regarding target accounts and partners, key deal participants, product interests, pricing, historical activity, advice on how to address objections, competitive information, and complete order management.

Siebel Contact Center also allows you to acquire more customers with complete telemarketing functionality for executing targeted, multistage sales campaigns. Managers can quickly assign campaign teams, engage sales and fulfillment teams, and develop tailored call scripts to deliver the right message to the right customer. They also can track the progress of each campaign, script, and agent to make real-time adjustments. Agents can review the history of campaigns and results as they contact customers and prospects to improve and personalize each interaction.

Optimized Order Management within Your Contact Center

Siebel Contact Center together with Siebel Customer Order Management accelerates the quote-to-cash process for campaigns and ad-hoc customer interactions by creating relevant offers and promotions for customers.

Your employees are empowered with deep customer insight that drives intelligent interactions that lead to greater revenues, reduced operating costs, and higher customer loyalty. Your agents can more quickly and easily:

- Present dynamic, targeted product bundles
- Offer intelligent cross-sell/up-sell opportunities at the point of interaction
- Achieve optimal price by product and customer segment
- Increase quote-to-order close rates

Integrated Help Desk Management

Siebel HelpDesk provides a vital day-to-day contact point between employees and IT support organizations. With embedded IT Infrastructure Library (ITIL) best practices for managing incidents, problems, service requests and other IT service processes, this product suite delivers a complete, integrated IT service and support solution. It helps you make better use of scarce resources while improving the speed and quality of service response.

Siebel HelpDesk also supports streamlined, efficient human resources (HR) services with multichannel employee services and centralized access to information, documents, and more. It also allows your HR team to spend more time and attention on employee recruitment, training, development, and staffing, and less time on administration and paperwork.

Increase Customer Loyalty While Reducing Costs with Self-Service

With Siebel Self-Service and eBilling solutions, customers are empowered to manage their billing and account-related activities online 24x7. Your customers have convenient access to information on their accounts while improving the quality of customer care, reducing support costs, and deepening customer relationships. Integrated with Siebel Contact Center, this application enables organizations within the company to capture customer activities for a seamless service and interaction history.

Comprehensive Field Service Management

Siebel Field Service extends the reach of Siebel Contact Center to help you dramatically enhance customer service, productivity, and revenue. The solution supports closed-loop problem resolution with multichannel customer service, mobile and wireless connectivity, scheduled resource optimization for field resources, shipping, receiving, depot repair, parts logistics, inventory management, and invoicing functionality. Siebel Field Service delivers functionally-rich, integrated solutions for:

- Appointment booking and scheduling
- Entitlement and contract management
- Mobile and wireless field service delivery
- Asset management
- Inventory and parts logistics
- Repair management

Gain Actionable Business and Customer Insight

Siebel Enterprise Contact Center and Service Analytics delivers new levels of information richness, usability, and reach for the entire service organization. From the CEO to the service agent, you can access complete and in-context analytics that help drive overall customer satisfaction. This end-to-end, next-generation analytics solution provides pre-built and ad hoc analysis that is personalized, relevant, and easy to use, and

embodies best-practice metrics. It delivers complete customer and business insight by spanning multiple real-time and historical data sources across the enterprise. Data can reside in any Siebel application, operational system, or third-party system—ensuring true information insight.

Expand Your Contact Center Capacity Quickly and Easily

Siebel Call Center On Demand delivers hosted voice, voicemail, email, and Web communications as a fast, flexible, and affordable monthly service. The Siebel Call Center On Demand solution is available as a stand-alone hosted telephony solution offering voice, voicemail, e-mail and reporting. It also integrates with traditional 'on premise' Siebel CRM, Oracle eBusiness Suite, and PeopleSoft Enterprise as well as Oracle's hosted Siebel CRM On Demand solution.

World-Class Service for Small and Medium-Sized Businesses

Siebel CRM Professional Edition is a version of Siebel CRM expressly designed for small and medium businesses (SMBs). Built on the same state-of-the-art technology and best practices found in Siebel CRM, it allows SMBs to quickly and affordably deploy rich CRM capabilities. Siebel CRM Professional Edition allows customers to tailor and extend their CRM solution to their needs using a simple, modular purchasing program. A broad range of pricing, financing and fixed-price implementation services ensure that customers get the solution they need for a price they can afford—within the time frame they want.

Why Choose Siebel Contact Center and Service Applications?

Siebel Contact Center and Service applications enable you to treat every interaction as an opportunity to sell to, serve, and delight customers. It offers unmatched capabilities that help deliver a seamless customer experience across all channels and throughout the entire service process—from initial phone call to on-site service delivery.

Siebel Contact Center and Service delivers unprecedented flexibility—from deployment options that include on-premise, on-demand, and hybrid solutions to tools that enable rapid adaptation to changing customer and business needs.

With Siebel Contact Center and Service applications, you can meet and exceed customer expectations with rapid, high quality service delivered by Web self-service, the contact center, field engineers, and partners. We help you to bridge silos of information for a single view of the customer—so that you can offer the right information, services, and products to the right customer, at the right price, at the right time.

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