

SIEBEL ENTERPRISE CRM WITH CONTACT CENTER ANYWHERE

VIRTUAL CTI DRIVER

A solution that seamlessly integrates contact center communications with your Siebel Enterprise CRM application

The “Virtual CTI Driver” is an integration between Siebel Enterprise CRM and Oracle’s contact center solutions, originally developed for Siebel CRM Call Center On Demand, Oracle’s hosted telephony offering . This same driver now also supports Oracle’s Contact Center Anywhere, a world-class carrier grade multi-channel contact center solution that can be deployed on-premise or hosted at a partner of your choice. With the pre-built integration between Contact Center Anywhere and Siebel Enterprise CRM you can now run a fully functional contact center with all components coming from a single vendor, significantly reducing total cost of ownership.

Reduce Complexity and Total Cost of Ownership

Several reports have come to the conclusion that companies running contact centers are better off when they deploy all-in-one solutions coming from a single vendor. Some predict savings from 21% to as much as 59% for call centers with hundreds of agents deploying these pre-integrated solutions. With the combination of Contact Center Anywhere and Siebel Enterprise CRM connected with the Virtual CTI Driver, Oracle now offers such an all-in-one solution that spans the entire process of customer interactions entering your contact center to agents serving these customers while using CRM applications.

Savings begin when licensing these products, because you deal with a single vendor. Integrated solutions typically cost less than their equivalents coming from multiple vendors. Advantages continue when implementing Contact Center Anywhere and Siebel Enterprise CRM together, because these products are integrated by design. The Virtual CTI Driver is provided out of the box with Siebel Enterprise CRM. A simple configuration procedure for the driver is all that is required to connect the two solutions. No additional integration efforts or license costs are needed.

Cost reductions are not limited to savings on license fees. A single vendor solution provides savings during day-to-day operations as well. Maintenance and Support become significantly easier, because of the holistic approach Oracle provides towards supporting and issuing software releases for our products. This saves time, money and the frustration of multiple vendors pointing their fingers at each other instead of resolving the issue.

This integration will also increase agent throughput. Contact Center Anywhere will route the right caller to the right agent and provide agents with context sensitive screen pops into Siebel Enterprise CRM, resulting in a reduction in per call costs.

BUSINESS BENEFITS:

- Connects our state of the art multi-channel ACD solution with our market leading CRM product
- Lower total cost of ownership
- Single vendor solution from voice to desktop guarantees accountability

Features available within Siebel Enterprise CRM

The integration between Siebel Enterprise CRM and Contact Center Anywhere supports context sensitive screen pops and call control for the voice channel of Contact Center Anywhere.

KEY FEATURES:

- Computer Telephony Integration
- Voice channel support
- Full Siebel CTI toolbar support
- Call recording
- Remote agent support

Context sensitive screen pops provide ACD data, such as data collected by the integrated IVR system of Contact Center Anywhere, that can be used to determine which CRM application should receive the screen pop and what data will be shown inside that application.

The “Virtual CTI Driver” provides support Support for Call Control means that the Siebel CTI Toolbar is fully functional providing the following features:

- Login / Logout
- Make/Answer/Release/Decline call
- Hold/Retrieve call
- Transfer/Conference call
- Ready/Not Ready state

Additionally, starting and stopping call recordings, an out of the box feature of Contact Center Anywhere, is now available from within the application menu in Siebel Enterprise CRM.



Figure 1 –The Siebel Enterprise CRM CTI Toolbar

Another great feature provided with Contact Center Anywhere is the capability to have agents log on to Contact Center Anywhere using any phone number that is available to them at login time. This can be the number of their standard on-premise teleset, but also a phone number at remote locations like their home-office or even their cell phone. This feature is fully available from within Siebel Enterprise CRM. Agents simply enter the phone number where calls should be routed into the CTI Toolbar when they log in.

Features available within Contact Center Anywhere

Although the integration between Siebel Enterprise CRM and Contact Center Anywhere is currently limited to the voice channel only, all other features of Contact Center Anywhere are available within the standalone Contact Center Anywhere desktop application.

Many of these features would require you to purchase separate products from multiple vendors. Contact Center Anywhere is a complete, pre-integrated solution that delivers:

- Multimedia ACD
- IVR functionality
- Call recording and playback

- Supervisor monitoring / coaching tools
- Chat and web collaboration
- Email routing and response

There are separate datasheets available for the Contact Center Anywhere solution that provide additional information about these and other features of this product.

The Virtual CTI Driver technology

The Virtual CTI Driver is provided out of the box with Siebel Enterprise CRM v7.7.2.8 or higher. This driver is supported by Contact Center Anywhere v7.1 or higher running web services v7.1.7 SP4 or higher.

TECHNOLOGY:

- Available out of the box with Siebel Enterprise CRM
- Based on Web Services
- No additional middleware needed

With no additional costs, customers owning Siebel CRM and Contact Center Anywhere can use this driver to connect the two products together.

The integration is based on Web Services and directly connects the Siebel Enterprise CRM and the Contact Center Anywhere products together without the need for additional middleware components.

Summary of the Siebel Virtual CTI Driver Advantage

With the Siebel Virtual CTI Driver, Oracle delivers a comprehensive, integrated, all-in-one Contact Center solution. Oracle has more than 12 years of experience in delivering Contact Center solutions globally. Siebel Enterprise CRM and Contact Center Anywhere are industry-leading, pre-integrated Contact Center components from our CRM product suite that will dramatically reduce the total cost of ownership for your Contact Center solution, while increasing the level of service you provide to your customers.

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