

Validated Integration with Oracle® Siebel CRM

Increase intelligence for CRM applications.

The Interactive Intelligence Customer Interaction Center® (CIC) Siebel integration offers Oracle Siebel Customer Relationship Management (Oracle Siebel CRM) customers a tightly integrated solution for contact center automation.

CIC's advanced soft phone capabilities are seamlessly integrated into the Oracle Siebel CRM user interface. This provides standard call controls and a powerful user-configurable, rules-driven "screen pop" to virtually any Oracle Siebel CRM view based on data collected in the phone system.

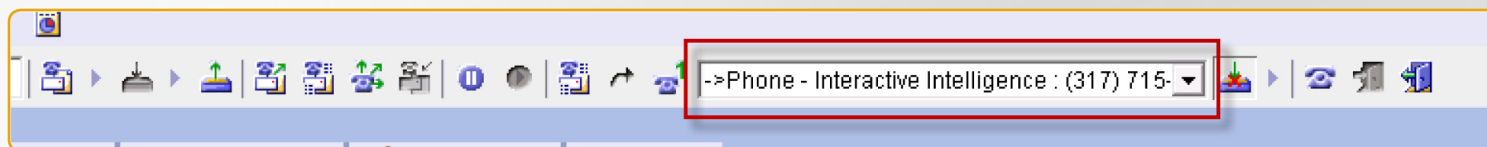
Basic and tailored screen pops. Use caller ID, or deliver menu navigation data collected in the IVR to Siebel to drive a context-rich screen pop.

Voice and data synchronization on internal transfers. Agent-to-agent transfers send the current Siebel agent screen as the screen pop – that means no annoying requests for callers to repeat their contact information.

Simple activity generation. CIC creates Siebel activities for all multi-media interactions (inbound/outbound) with the ability to manually or automatically associate the activity to a given Siebel entity.

Extensive integration model. CIC's plug-in methodology allows additional customization for specific commands/events unique to the implementation.

Configurable work item display. Define and customize information in the agent work item display – name, phone number, IVR data, etc. (shown below)



Key features

- Screen pop
- Siebel activities for all media types
- Multimedia toolbar presentation of calls, emails, web chats, callbacks and generic objects
- Quick access call controls
 - Make call
 - Pickup call
 - Release call
 - Hold/resume call
 - Blind transfer
 - Consultative (warm) transfer
 - Multi-way conferencing
- Time-in-queue and on-call tracking for calls
- Login and logout as a local or remote agent
- Agent status in CIC linked to Siebel CRM agent reason codes
- Unified reporting for activity generation and time in system tracking
- Additional functionality provided with side by side use of CIC .NET client
 - Multimedia response management
 - Advanced transfer dialog
 - Dial pad
- Supervisor assistance request dialog

Key benefits

Improve the agent experience

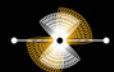
- Centralize service functions in the Siebel CRM client
- Administer multiple interactions in progress
- Presence management, agent availability
- Screen-pop customer data with inbound interactions or manually associate a current activity to a contact object
- No toggling between systems and applications during the service process

Improve customer satisfaction

- Handle incoming interactions seamlessly
- No delays from accessing multiple systems and applications
- Put the customer in full view
- Conference with subject matter experts

Ease of deployment

- Server-side installation – no deployment required on the desktop
- Extensive login support (teleset, workstation, remote, CIC client)
- Tolerant of connection loss and telephony switchover
- Built, maintained and supported by Interactive Intelligence – no middleware vendors
- Oracle® validated Integration



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Interactive Intelligence software prerequisites

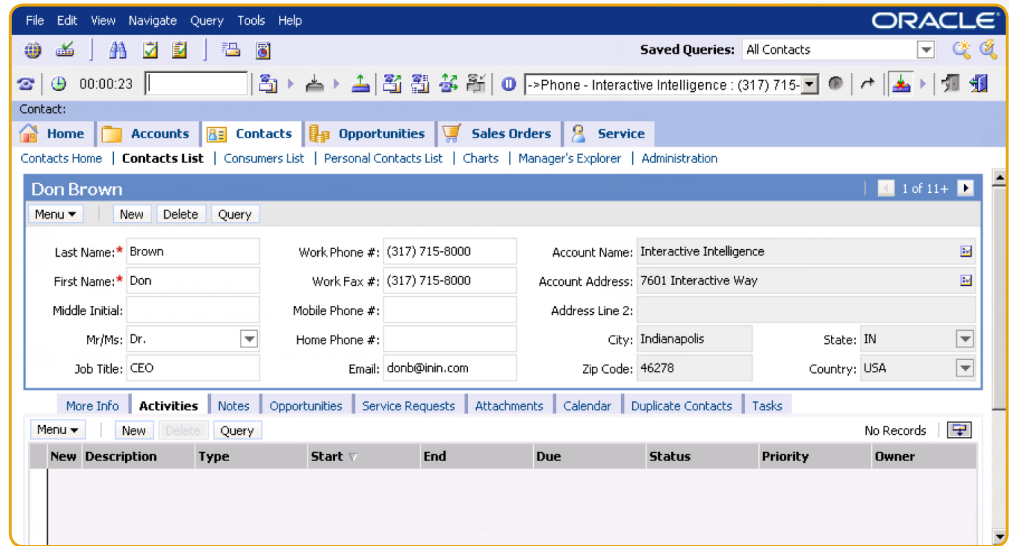
- Customer Interaction Center™ (CIC) 4.0 SU3
 - Interaction Client use is optional (required for Email, Web Chat and Callback response functionality)
- In non-Windows environments, a separate server running Siebel Communications Session Manager on Microsoft Windows OS platform is required

Support standard CIC login types

- Support remote agents/users as well as those in house:
 - Workstation
 - Remote workstation
 - Remote number

Oracle Environment

- No additional voice boards or equipment required to handle calls, emails, incidents, web forms and chats



Oracle Siebel 8.1 Client with the CIC Integration for Siebel CRM toolbar

ORACLE

Validated Integration

Siebel Customer
Relationship
Management

INTERACTIVE INTELLIGENCE®

Interactive Intelligence is a global provider of contact center, unified communications, and business process automation software and services designed to improve the customer experience. The company's unified IP communications solutions, which can be deployed via the cloud or on-premises, are in use by more than 6,000 organizations worldwide.

At Interactive Intelligence, it's what we do.

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