



## b+s ApplicationLink Avaloq & b+s HostLink

**ApplicationLink Avaloq integrates the Avaloq Banking System to Cisco's Unified Contact Center Enterprise (UCCE). HostLink integrates external Databases to Cisco's UCCE.**

**ApplicationLink** integrates the Avaloq Banking System with the Cisco Contact Center, allowing agents to handle telephone calls and e-mail within the Avaloq agent Graphical User Interface.

**HostLink** connects Databases to the Cisco Contact Center. One particularly useful HostLink application is host-based routing. During the routing of an interaction, the system performs a Database dip and uses customer information to select the appropriate agent and pop a screen.

The following call flow demonstrates a typical HostLink integration:

1. A customer service call arrives at the contact center.
2. The system uses the customer's telephone number to look up status and language data in an external Database. UCCE uses that information to route the customer to the best skilled agent to handle that particular type of call.
3. The agent receives a screen pop of customer information and can answer the call appropriately.

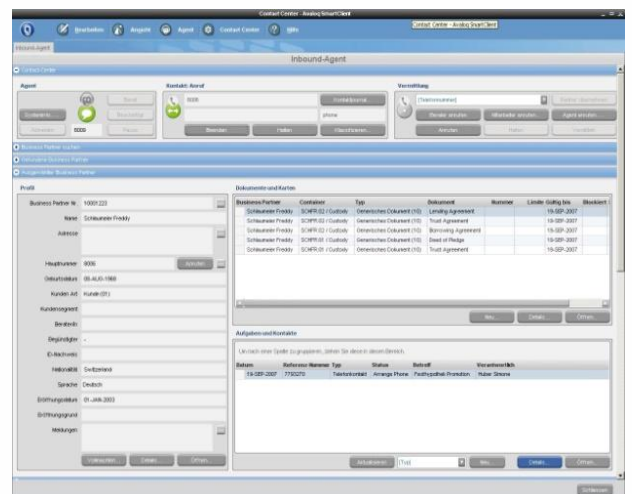
### ApplicationLink:

- Pops customer information and enables voice and e-mail handling within the agent's Avaloq interface.
- Displays agent status information within the Avaloq Graphical User Interface.

### HostLink:

- Connects multiple Databases to Cisco's Unified Contact Center Enterprise.
- Existing customer information can be used for host-based routing.

The Avaloq Banking System's multi-media enabled agent GUI integrated with Cisco's Unified Contact Center Enterprise is shown below. Agents can handle telephone calls and e-mail without having to switch between applications.



## Functionality:

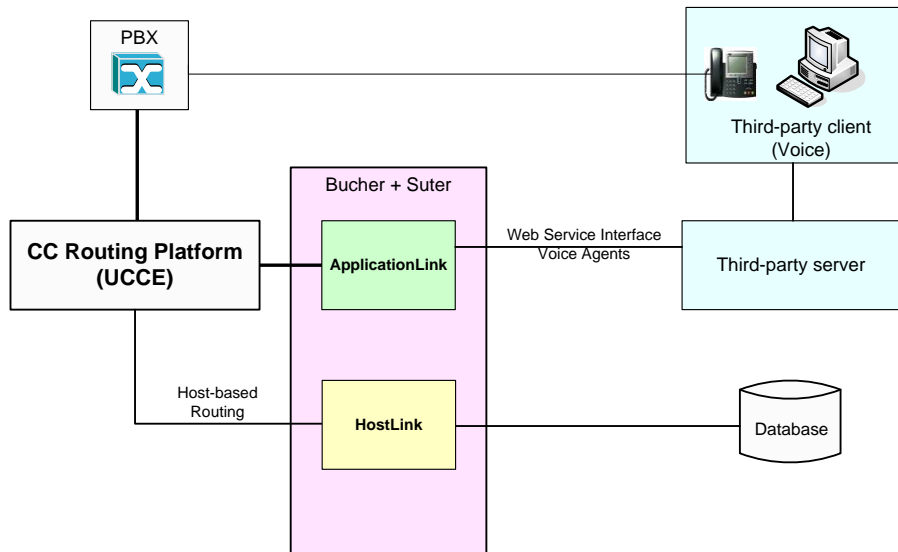
**ApplicationLink** integrates the Avaloq Banking System with UCCE to enable:

- Telephony
  - Inbound call
  - Outbound call
  - Transfer
- E-mail

**HostLink** provides database integration to:

- Perform queries
- Update internal and external Databases
- Create tickets for interactions routed to the contact center.

The following diagram illustrates the integration of the Avaloq Banking System and an external Database to Cisco's Unified Contact Center Enterprise (UCCE):



### HostLink provides connectivity to:

- MSSQL
- My SQL
- DB2

### Benefits:

- Increased efficiency by allowing agent to continue to use a single, familiar desktop Graphical User Interface.
- Investment protection by integrating, rather than replacing, an existing application.
- Skills based routing and screen pops based on database lookups.

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