

Multi Channel Adapter (MCA) For Siebel®

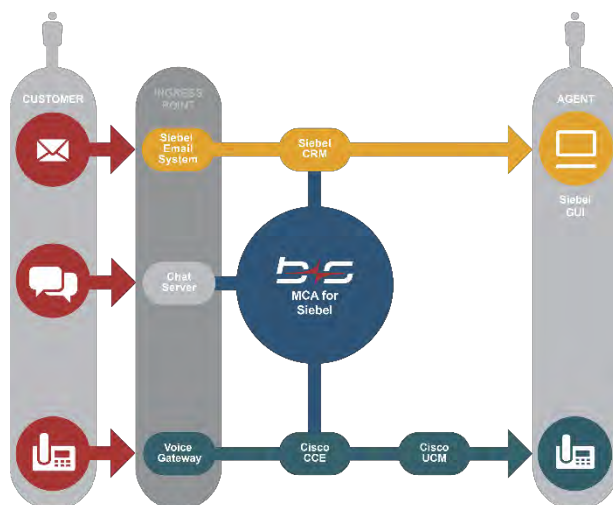
Integrate Cisco's Unified Contact Center Enterprise (CCE) with Siebel CRM, enabling multichannel interaction handling within the Siebel interface

b+s MCA for Siebel® is a pre-packaged integration of Siebel CRM and Cisco's Unified Contact Center Enterprise (CCE) solution. The software allows agents to do things like log in/log out, go ready/not ready with reason, answer, hang-up, transfer, and conference using Siebel's Communications Panel.

Placing interaction control inside of Siebel—where customer data resides—gives agents a 360° customer view. It streamlines contact handling, provides quick access to agent tools, and improves efficiency, which means that agents won't need constantly to spend time tabbing back and forth between applications when searching for information—time customers spend waiting.

b+s MCA for Siebel® provides full CTI functionality to help drive efficiency, reduce costs, and ensure customer satisfaction. The solution pops customer information into the agent's Siebel Web Client with calls, emails, or chats, facilitating lookup of customer information by phone number, email address, Caller Entered Digits (CED), etc. Agents can manage multichannel interactions from within the Siebel Communications Panel and the system logs all activities, both inbound and outbound for real time and historical reporting.

When it comes time to choose an integration technology for the contact center, business leaders demand a solution that is feature rich, simple to use, and cost effective. IT managers seek solutions that are easy to implement and simple to maintain. b+s MCA for Siebel® is a pre-integrated package that is easy to install and offers the functionality demanded by today's contact centers.

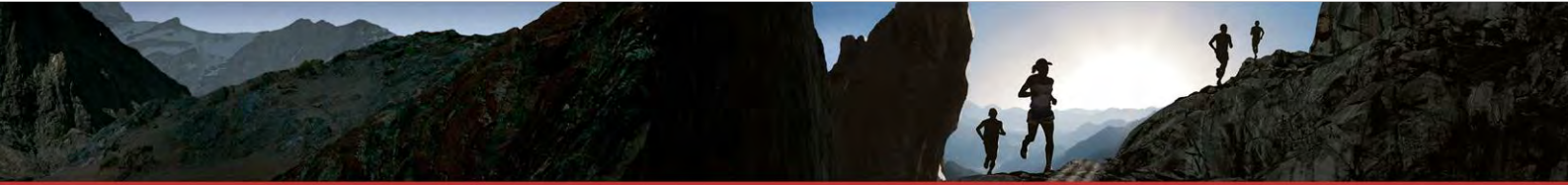


Key Benefits

- **Pre-integrated** solution provides rapid and reliable deployment and lowers implementation costs
- **Seamless integration** with the Siebel Communications Toolbar allows agents to handle customer interaction (voice, email and chat) without needing to switch between applications. This streamlines agent workflow and reduces training
- **Unified media handling and universal queue** enable centralized routing, reporting, scheduling etc. This improves productivity and simplifies administration
- **Flexible screen pops** with customer and interaction history reduce handle time, speed issue resolution and enable faster call processing by providing agents with customer information at the time the customer interaction arrives
- **Channel blending** is designed to leverage the presence of multichannel functionality
- **Multi-chat** allows agents to handle as many as six, separate, simultaneous chats

ORACLE
Validated Integration
Siebel Customer
Relationship
Management

CISCO
Preferred
Solution
Partner



General Product Features	Voice Features	Multi Channel Features
<ul style="list-style-type: none"> • Agent state control – log in, log out, ready, and not ready with reason • Secure communication with Siebel CRM 	<ul style="list-style-type: none"> • Call control – answer, hold, conference, alternate, retrieve and hang up • Direct and consultative transfer with call attached data for screen pops • Call detail logged inside of Siebel • Auto wrap up and wrap-up with reason • Click-to-dial phone numbers in Siebel records • Support for Cisco Outbound Option • Support for Cisco Mobile Agent 	<ul style="list-style-type: none"> • Utilize Cisco's Contact Center to route Siebel email and web chat • Unified Cisco reporting for multichannel Siebel interactions • Channel blending designed to leverage the presence of multichannel functionality • Multi-chat: up to six, separate, simultaneous chats • Task control – accept, reject, pause, resume, and end • Email and chat transfers • Chat transcripts stored in Siebel

The screenshot displays the Siebel CRM interface for a contact named 'Till Affolter'. The interface is divided into several key sections:

- Customer Data:** A form containing contact information such as First Name (Affolter), Last Name (Till), Work Phone (+41319175248), Account (Bucher + Suter), and Job Title (Product Owner).
- Activities:** A table listing call reports. The table has columns for Call Report, Activity, Type, End, Status, Description, Due, Priority, Duration, Opportunity, Repeat, and Project Until. Two entries are visible: one 'Failed call from 10/23/2015 14...' and one 'Routed call from 10/23/2015 14...'.
- Communications Panel:** A detailed view of a communication event, showing the customer name (Till Affolter), account (Bucher + Suter Sports), and agent's time (10/23/2015 14:34:20). It also includes fields for 'To' (Product Owner) and 'To To' (Activities).