



b+s Connects for Siebel

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Integrate Cisco Contact Center with Siebel CRM, enabling multichannel interaction handling within the Siebel interface

b+s Connects for Siebel is a pre-packaged integration of Siebel CRM and Cisco's Unified Contact Center 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 Connects 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 cus-

tomers 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 Connects for Siebel is a pre-integrated package that is easy to install and offers the functionality demanded by today's contact centers.



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PRODUCT HIGHLIGHTS

- Designed for multichannel contact centers
- Pre-integrated solution provides rapid and reliable deployment and lowers implementation costs

KEY BENEFITS

- 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

The screenshot displays the Oracle Siebel CRM interface with the b+s Connects extension. The main window shows contact details for Sascha Ecclestone, including last name, first name, job title (Program Manager), and various contact methods. A blue callout box labeled "Pop-up matched contact" points to the contact name, and another labeled "Customer data" points to the contact information fields. Below the contact details is an "Activities" table with columns for Name, Call Report, Activity, Type, End, Status, Description, Due, Priority, Duration, and Opportunity. A blue callout box labeled "Customer activities" points to a row in the table. On the right side, a "Communications panel" is open, showing a call log and customer information for Sascha Ecclestone, including account details and a summary of the interaction.

Name	Call Report	Activity	Type	End	Status	Description	Due	Priority	Duration	Opportunity
General		Call - Inbound		11/21/2017 03:...	Unscheduled	Routed call foun... 11/21/2017 03:...		0		
General		Call - Inbound		11/21/2017 03:...	Done	Routed call foun... 11/21/2017 03:...		0		
General		Call - Inbound		11/21/2017 03:...	Done	Routed call foun... 11/21/2017 03:...		0		
General		Email - Outbound		11/21/2017 07:...	Queued			0		
General		Chat - Inbound		11/21/2017 07:...	Done			1		
General		Email - Outbound		11/21/2017 07:...	Queued		11/21/2017 07:...	0		
General		Chat - Inbound		11/21/2017 07:...	Done	Inbound Chat	11/21/2017 07:...	1		
General		Email - Outbound		11/21/2017 07:...	Queued		11/21/2017 07:...	0		
General		Chat - Inbound		11/21/2017 07:...	Done	Inbound Chat	11/21/2017 07:...	1		
General		Email - Outbound		11/6/2017 11:5...	Cancelled		11/6/2017 11:5...	0		

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GENERAL PRODUCT FEATURES

- Agent state control
- Secure communication with Siebel CRM
- Contacts searchable by typing in part of a name or number inside gadget
- Unified GUI for faster transaction handling
- Centralized routing and reporting for a complete contact center performance overview

VOICE FEATURES

- Call control
- 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

MULTI CHANNEL FEATURES

- 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
- Email and chat transfers
- Chat transcripts stored in Siebel

