

SIEBEL BANKING CONTACT CENTER



PRODUCTS & FEATURES

- (On-Premise) Call Center
- Computer Telephony Integration (CTI)
- Integrated eMail Management
- Help Desk
- Self-Service
- Call Center On Demand
- Analytics

Deliver a great customer experience that sets you apart, improves efficiency and drives profitability with Oracle's Siebel Banking Contact Center.

The Challenge of Meeting Customer Expectations

Banks today face many challenges in delivering great service—a host of products and services to manage, fragmented customer strategies that vary by business unit, complex business processes, and high volumes of customer interactions across multiple channels. Increased scrutiny from customers due to ever-increasing regulatory pressure ensures that banks must be customer-centric and become trusted advisors to maintain customer loyalty. Customer expectations also are rapidly evolving and growing due to advances in technology. Overcoming these challenges to provide exceptional customer service and a unique customer experience is more challenging than ever.

Delivering Intelligent Customer Service

To rise above the crowd, you must do more than meet traditional customer service expectations. You must deliver intelligent customer service that adapts to evolving customer needs, business needs, and technology.

At Oracle, we believe “intelligent service” can transform good customer service organizations into great ones. Intelligent service combines CTI and customer segmentation routing with customer solution management in order to transform customer service strategies into an exceptional, end-to-end customer experience.

Turning Your Service Organization into a Revenue Engine

Oracle's Siebel Banking Contact Center helps you deliver intelligent customer service that stands out from your competitors in the banking arena. Equipped with Siebel Banking Contact Center, your call center agents can:

- Provide first call resolution as well as sophisticated service request routing
- Resolve service issues faster
- Seamlessly transfer service requests to another call center rep or operations expert
- Deliver an exceptional customer experience

Siebel Banking Contact Center also delivers unprecedented flexibility—with deployment options that include on-premise, on-demand, and ‘hybrid’ solutions that enable your banking organization to rapidly adapt to changing customer and business needs.

Unparalleled Sales and Marketing Campaign Effectiveness

Siebel Banking Contact Center equips you to manage all inbound and outbound marketing and sales interactions with customers and employees. Your contact center agents have a complete 360-degree of the customer relationship, enabling more relevant and targeted sales offers and an improved customer experience.

Siebel Banking Contact Center also allows you to acquire more customers with complete outbound customer conversion functionality for executing, reporting and increasing the conversion rate of multi-stage marketing and sales campaigns. Managers can quickly assign campaign teams, engage sales and fulfillment teams, and develop tailored call scripts to deliver the right message to the right customer. Managers also can track the progress of each campaign to make real-time adjustments. Agents can review the history of successful campaigns and every customer inquiry to improve and personalize each interaction.

Optimized Order Management within Your Contact Center

Siebel Banking Contact Center together with Siebel Customer Order Management accelerates the prospect-to-customer process for campaigns by creating relevant offers and promotions for customers.

Your employees are empowered with deep customer insight that drives intelligent interactions that lead to greater revenues, reduced operating costs, and higher customer loyalty. Your agents can more quickly and easily:

- Present dynamic, targeted product bundles
- Offer intelligent cross-sell/up-sell opportunities at the point of interaction
- Improve conversion rates

Intelligent Service Delivery

Siebel Banking Contact Center manages all inbound customer interactions and routes calls to agents with the right skills and availability to drive end-to-end customer service. It allows these agents to:

- Quickly review customer information while evaluating the reason for the call
- Search for known solutions and rapidly locate relevant information to bring customer service issues to resolution
- Deliver fast, consistent support with dynamic call scripting that intelligently guides interactions
- Follow-up on open service items with activity templates and workflows that guarantee consistent adherence to service procedures
- Provide one-and-done service

Robust Capabilities that Deliver Intelligent Customer Service

In addition to supporting different business needs for your contact center, Siebel Banking Contact Center delivers robust, must-have features including:

Complete View of the Customer

Siebel Banking Contact Center provides you with a single view of each customer relationship regardless of what channel is used for interaction. Agents have an uninterrupted view of customer information including contacts, activities, assets, transaction and payment histories.

Embedded industry functionality lets you easily manage business processes through service requests such as stop payment, request statement, fee reversal, check order, billing disputes, etc. You also can simplify account privacy and security management with tools that automate changes and approvals, establish controlled access to accounts, and audit changes to records for the compliance and internal audit departments.

Intelligent Call and Service Request Routing

Siebel Banking Contact Center helps you improve customer satisfaction and service levels by intelligently routing requests received from multiple communication channels including the telephone, email, and the Web. Requests are routed to your most qualified agent based on skills, customer value, business logic, or availability. In addition, your agents can trigger assignment routing should a customer request require additional approvals such as a large check request or new account approval. As a result, you can balance your contact center's workload across your workforce—reducing operational costs and delivering optimal customer service.

Computer Telephony Integration (CTI)

Siebel CTI improves call productivity by identifying the customer before the conversation begins and “screen-popping” the customer record from the Siebel database. Information is captured once so customers do not need to repeat information to each agent. Siebel CTI includes a communication toolbar—a complete, integrated soft phone that enables agents to:

- Accept and manage inbound calls and emails
- Make context-sensitive outbound calls and emails

- Manage blind and conference call transfers
- Signal agent availability with reason codes for managerial review

Integrated Email Management

Siebel eMail Response lets you respond to high volumes of email quickly and professionally. This highly scalable application automatically responds to selected customer inquiries without agent intervention. It provides easy-to-administer routing and queuing rules that send email messages and suggested responses to the most appropriate agent. Siebel eMail Response helps to reduce your total cost of ownership with enterprise workflow capabilities, advanced reporting analytics, and robust natural language processing for consistent, accurate responses.

Integrated Help Desk Management

Siebel HelpDesk provides a vital day-to-day contact point between employees and IT support organizations. With embedded IT Infrastructure Library (ITIL) best practices for managing incidents, problems, service requests and other IT service processes, this product suite delivers a complete, integrated IT service and support solution. It helps you make better use of scarce resources while improving the speed and quality of service response.

Siebel HelpDesk also supports streamlined, efficient human resources (HR) services with multichannel employee services and centralized access to information, documents, and more. It also allows your HR team to spend more time and attention on employee recruitment, training, development, and staffing, and less time on administration and paperwork.

Increase Customer Loyalty While Reducing Costs with Self-Service

With Siebel Self-Service for Banking, customers are empowered to manage their billing and account-related activities online 24x7. Your customers have convenient access to information on their accounts while improving the quality of customer care, reducing support costs, and deepening customer relationships. Integrated with Siebel Banking Contact Center, this application enables organizations within the company to capture all customer interactions regardless of channel.

Expand Your Contact Center Capacity Quickly, Easily

Siebel Call Center On Demand delivers hosted voice, voicemail, email, and Web communications as a fast, flexible, and affordable monthly service. The Siebel Call Center On Demand solution is available as a stand-alone hosted telephony solution offering voice, voicemail, e-mail and reporting. It also integrates with 'on premise' Siebel CRM, Oracle eBusiness Suite, and PeopleSoft Enterprise as well as Oracle's hosted Siebel CRM On Demand solution.

Gain Actionable Business and Customer Insight

Siebel Enterprise Contact Center and Service Analytics delivers new levels of information richness, usability, and reach for the entire service organization. From the CEO to the agent, you can access complete and in-context analytics that help drive overall customer satisfaction. This end-to-end, next-generation analytics solution provides pre-built and ad hoc analysis that is personalized, relevant, and easy to use, and embodies best-practice metrics.

It delivers complete customer and business insight by spanning multiple real-time and historical data sources across the enterprise. Data can reside in any Siebel application, operational system, or third-party system—ensuring true insight regardless of information silos.

Why Choose Siebel Banking Contact Center?

Siebel Banking Contact Center enables you to treat every interaction as an opportunity to sell to, serve, and delight customers.

It offers unmatched capabilities that help deliver seamless customer experience across all channels and throughout the entire customer interaction.

Siebel Banking Contact Center delivers unprecedented flexibility—from deployment options that include on-premise, on-demand, and hybrid solutions to tools that enable rapid adaptation to changing customer and business needs.

With Siebel Banking Contact Center, you can meet and exceed customer expectations with rapid, high quality service delivered by Web self-service and the contact center. We help you to bridge silos of information for a single view of the customer—so that you can offer the right information, services, and products to the right customer, at the right price, at the right time.

Copyright 2006, Oracle. All Rights Reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.