Company Overview
Syntellect Inc. is a leading provider of mission-critical contact center and customer interaction management solutions that enable organizations of all sizes to provide consistent management practices for customer, partner, and employee relationships. Syntellect’s award-winning customer interaction management suite (Apropos Version 6.5.1) is designed with a centralized architecture for the intelligent automation and management of voice, e-mail, Web, fax, and task interactions.

Integration Overview
Integration of Syntellect’s interaction management suite with Oracle’s Siebel CRM applications enables the intelligent automation of incoming voice and e-mail interactions. This provides the opportunity to improve agent efficiency and effectiveness as well as increase customer satisfaction and profitability.

The integration of these two solutions provides a number of key benefits:

• Provides a common customer communications platform, enabling an aggressive ROI; seamless, validated integration; and a lower total cost of ownership

• Effectively introduces or enables up-sell and cross-sell opportunities

• Enables organizations to clearly define distinct service levels for different customers or market segments, and manage these service levels effectively

• Minimizes the cost per customer interaction by providing appropriate automation throughout the customer communication cycle

• Intelligently routes customer interactions to the right individual at the right time in order to improve “first interaction resolution”

• Enables comprehensive business-level reporting that includes the end-to-end data resulting from customer service operations

• Facilitates common management of customer communication channels, which can prevent customer communications events—and potential revenue opportunities—from going unnoticed
Availability
Syntellect’s products are sold direct in the United States as well as in the United Kingdom, and also through a network of resellers that distribute and implement Syntellect solutions around the world.

The Siebel/Apropos integration enables call center staff to

• Manage multiple, integrated communication channels from within Siebel CRM.
• Enable value-added interaction and customer-based routing via the Apropos multichannel routing engine.
• Provide real-time and historical management reporting across all communication channels.

Integration Details
The Apropos Version 6.5.1 integration with Siebel CRM applications enables interactions to be prioritized, routed, and escalated in real time within Apropos, and managed seamlessly within the Siebel 7 desktop thin client. Customer service representatives (CSRs) are guided through the interactions by Apropos Version 6.5.1 and pop-up messages provided by the Siebel communications driver.

The integration includes data lookups (see Figure 1) to Siebel’s database, which enable Apropos to identify the customer, find the appropriate information to prioritize and route the interaction, and then announce the interaction to the CSR who can best address the interaction. For example, Apropos’ interactive voice response scripting can prompt a caller to enter an existing service request or customer identification number. This number is then used to query Siebel’s database and determine the caller’s name, contact information, and SLA level. The retrieved information can then be used to determine if the caller is to be routed to a VIP priority queue or to a normal priority queue, as well as identify the necessary pop-up messages to be delivered in conjunction with the interaction.

Pop-up messages are displayed to provide customer or relevant application data to the CSR. This creates an efficient work environment for CSRs by minimizing research and client identification time, and expedites the delivery of supporting documentation for interaction resolution. When an interaction arrives, via either phone or e-mail, the CSR can request the appropriate context-appropriate customer and interaction information. Pop-up messages are customizable within Siebel 7, offering the flexibility to adapt to various customer requirements.
Figure 1: Siebel/Apropos Integration

Environment

Syntellect Environment

Apropos Version 6.5.1
MS SQL Server 2005

Oracle Environment

Oracle Siebel CRM v7.7.2.8
MS SQL Server 2000
All Siebel Server components installed on the same Windows 2003 R2 server machine