Avaya has developed an integration between Avaya Interaction Center 6.1 and Siebel eBusiness Applications version 7.5. This integration allows the call center agents to handle e-mail, web, and telephone requests simultaneously, making the most of their time while helping to balance workloads within the contact center.

Avaya Interaction Center is interaction management software that routes, manages, records, and reports on customer interactions across a variety of communication channels, including web, e-mail, and advanced telephony systems. This solution can help add e-commerce capabilities to the traditional call center or enhance the web, e-mail, and telephone services.

With Avaya™ Interaction Center and Siebel eBusiness, applications business can deliver outstanding sales, service, and relationship management even if customers use several communication channels to complete a single transaction. Avaya Interaction Center allows business to provide consistency across communication channels through common workflows and business rules, shared customer profile information, and consolidated operational and management reporting.

This integrated solution intelligently routes incoming customer requests in their preferred medium to the appropriate agents within the contact center, while providing agents with the customer, transaction, and product information they need to deliver high quality service. In addition, it helps agents work more efficiently.

**BENEFITS**

- Manage high volumes of customer interactions
- Deliver consistent and integrated customer service
- Leverage internet and telephony technologies
- Capture, manage, and derive business value from all relevant customer information

**FEATURES**

- Support a broad range of communication channels, including voice, e-mail, web self-service, web chat and browser based collaboration, web callback, IVR and Outbound campaigns.
- Access to data residing within Siebel 7 database to enhance routing decisions
- Ability to create activity records within Siebel database for enhanced logging capabilities
- Support for heterogeneous telephony platforms
- Support for heterogeneous operating systems and database platforms
The integration consists of three main components. AIC Driver (AICD) adheres to the Siebel Adaptive Communications API and provides voice, email, and web based events to the Siebel CTI toolbar and supports all Siebel communications functionality including screen pops, sign on, and event logging.

Avaya eAI Adapter allows for a bi-directional communication path using Siebel eAI for communication between Avaya Interaction Center and Siebel eBusiness applications.

Avaya eMail Driver (AED) allows for Avaya Interaction Center to route email to agents using Siebel eMail Response.

The integration was validated on Siebel 7.5 Windows environment using Definity switch.

The Avaya Interaction Center 6.1 for Siebel solution is generally available from Avaya. Additional information can be obtained from www.avaya.com or 1-800-451-2100.

Siebel's Validation Program verifies integration and data integrity between Partner Products and Siebel eBusiness Applications under lab testing environment conditions using out-of-the box versions of Siebel applications and Partner Products. Similar results may not be reproducible in a customized production implementation. Validation testing does not include customized versions of Siebel products, performance, scalability, upgradeability of the integration. Validation testing must not be used as a substitute for thorough implementation planning and design and quality assurance acceptance testing by customer's staff. Customer is solely responsible for the selection of the validated Partner Product and integrations. Partners are responsible to support their own products and validated integrations.