

BUCHER + SUTER

Multi Channel Adapter for Siebel 1.1 Validated Integration with Siebel Customer Relationship Management 8.1



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Validated Integration

Siebel Customer Relationship Management

Through the Oracle PartnerNetwork, partners with validated integrations are able to provide customers with standards-based product integrations, tested and validated by Oracle. Customers benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

Integrates Cisco's Unified Contact Center Enterprise with Oracle's Siebel Customer Relationship Management, enabling multichannel interaction handling within the Siebel CRM interface.

Company Overview

As a Cisco value-added reseller and Advanced Technology partner, Bucher + Suter helps companies go beyond traditional voice by unifying contact center solutions with an add-on suite of applications focusing on multichannel agent desktops, universal queuing, and unified communications adapters.

Bucher + Suter's (b + s) Customer Relationship Management (CRM) integration provides full, multichannel CRM desktops for agents. An open, standards-based approach offers routing flexibility and the option to keep existing investments intact, reducing a multichannel contact center's total cost of ownership. With b + s CRM adapters, Cisco is the center for routing and reporting across all channels.

Integration Overview

Contact centers are demanding unified interfaces and multichannel solutions more and more. Integration and out-of-the-box solutions that can be implemented quickly and easily are in high demand. Agents need to be able to work with a single Graphical User Interface (GUI) without having to switch between applications.

Bucher + Suter's Multi Channel Adapter (MCA) for Siebel 1.1 is a prepackaged integration of Oracle's Siebel Customer Relationship Management (CRM) 8.1 and Cisco's Unified Contact Center Enterprise (UCCE) 8.5 solution. It is a centralized process that manages the real-time flow of interactions between the Siebel CRM user interface and Cisco's UCCE.

MCA for Siebel provides full computer-telephony interaction (CTI) functionality to help drive efficiency, cost reduction, and customer satisfaction. The solution pops customer information into the agent's Siebel GUI with a call or e-mail, facilitating lookup of Siebel information by phone number, e-mail address, caller-entered digits, and so on. Agents can conference, transfer, and accept interactions from within the Communications Toolbar in Siebel CRM and the system logs all activities, both inbound and outbound, for real-time and historical reporting.

Features

- Integration with the Communications Toolbar in Siebel CRM allows agents to log in/log out, go ready/not ready, answer, hang up, transfer, conference, and click to call using the Siebel GUI
- Unified desktop for both voice and e-mail eliminates the need to switch between applications, streamlines agent workflow, and reduces agent training
- Intelligent e-mail routing to skill groups based on subject or group/department e-

mail addresses

- Pre-integrated solution provides rapid and reliable deployment and lowers implementation costs
- Flexible screen pops with customer and interaction history
- Direct and consultative transfers with call-attached data for screen pops
- Secure HTTPS connection

Availability

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Global: +41.31.917.5200

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Support

Tel.: 1.800.917.9060

bucher-suter.com/en/support

Integration Details

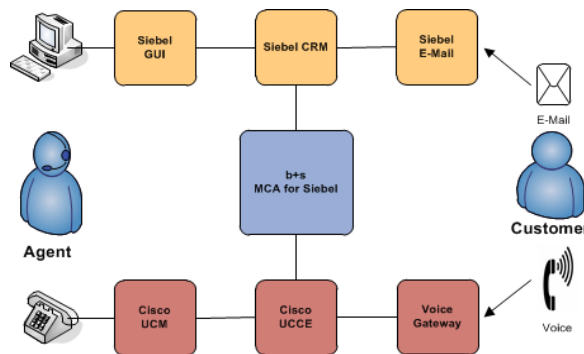
E-Mail Routing

Siebel CRM routes and handles all e-mail within the agent's Siebel CRM GUI. Via the Siebel CRM Adaptive Communications API, Siebel CRM communicates with MCA for Siebel to find out which agents should handle which e-mails as they come in. MCA for Siebel has access to Cisco's Unified Contact Center Enterprise (UCCE) via Cisco's proprietary ARM and MRI interfaces. UCCE controls the routing of all interactions in a Cisco-based contact center.

MCA for Siebel asks UCCE via a route request what to do with a new e-mail. UCCE sends a route response identifying the appropriate agent based on intelligent, skills-based routing rules. MCA for Siebel forwards the response to Siebel CRM which then routes the e-mail to the appropriate agent.

Telephone Call Routing

Telephone calls are handled by Cisco's Unified Communications Manager (UCM). MCA for Siebel connects to the Siebel Adaptive Communications API and to Cisco's CTI server on the UCCE peripheral gateway. By passing route responses from UCCE to Siebel CRM as well as attached data, MCA for Siebel allows agents to answer calls and receive screen pops within the Siebel CRM interface with the click of a mouse.



MCA for Siebel architecture.

Environment

Bucher + Suter Environment

Multi Channel Adapter (MCA) for Siebel CRM 1.1

Cisco Unified Contact Center Enterprise (UCCE) 8.5

Oracle Environment

Oracle's Siebel Customer Relationship Management (CRM) 8.1

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