Balance Agent Workloads and Optimize Agent Effectiveness

The integration of Avaya Interaction Center (AIC) with Oracle’s Siebel Customer Relationship Management (CRM) allows users to access features of both that automate and streamline the processing of customer contacts.

Company Overview

Avaya delivers intelligent communications solutions that help companies transform their businesses and achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the Fortune 500, use Avaya solutions for IP telephony, unified communications, contact centers, and communications-enabled business processes. Avaya global services provide comprehensive service and support for all companies, regardless of size.

Integration Overview

Avaya has developed the integration between Avaya Interaction Center 7.3.5 and Siebel CRM Innovation Pack 2016. The integration of AIC with Siebel CRM blends the channel control and routing capabilities of AIC with the business presentation, customer relationship, and management capabilities of Siebel CRM. It allows call-center agents to handle email, web, and telephone requests simultaneously, making the most of their time while balancing workloads within the contact center.

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

Features offered by the integration include:

- Support for a broad range of communication channels, including voice, email, Web self-service, web chat and browser-based collaboration, web callback, and interactive voice response (IVR)
- Access to data residing within the Siebel CRM database to enhance routing decisions
- Ability to create activity records within the Siebel CRM database for enhanced logging capabilities
Integration Details

The integration consists of three main components:

- Adaptive IC Driver (AICD) adheres to Siebel CRM’s Adaptive Communications API; provides voice, email, and web-based events to the Siebel CRM computer telephony integration (CTI) toolbar; and supports all Siebel CRM communications functionality including screen pops, sign on, and event logging.

- Avaya Enterprise Application Integration Server allows for a bidirectional communication path using Siebel CRM’s enterprise application integration for communication between AIC and Siebel CRM business applications.

- Agent Server for Integration to Siebel CRM (ASIS) is essentially an AIC server that does all the work that the AIC thick client executes when it runs in hybrid mode.

Sample architecture for the integrated solution

Environment

<table>
<thead>
<tr>
<th>AVAYA Environment</th>
<th>Oracle Environment</th>
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<tbody>
<tr>
<td>• Avaya Interaction Center 7.3.5</td>
<td>• Oracle’s Siebel Customer Relationship Management Innovation Pack 2016</td>
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