

CONTACT ON DEMAND FOR SIEBEL CRM



Contact On Demand for Siebel CRM provides seamless integration between the Siebel Customer Relationship Management (CRM) application and Oracle Contact On Demand, a world-class carrier grade hosted multi-channel contact center solution. This solution allows you to run a fully functional contact center from a single vendor, significantly reducing your total cost of ownership.

CONTACT ON DEMAND FOR SIEBEL CRM KEY FEATURES

- Multi-channel processing with built-in IVR, intelligent contact routing and Voice and Chat for Screen pop
- Remote and Home agent capabilities.
- Advanced reporting and business intelligence

KEY BENEFITS

- **Superior Customer Service**
 - Optimized interaction mgmt through unified desktop
 - Consistent customer experience across channels
- **Intelligent Routing and Management**
 - Cloud based routing with unification across geographies
 - Real-time monitoring and response management
- **Lower Cost of Ownership**
 - Hosted managed solution
 - Designed and maintained by Oracle

Reduce Complexity and Total Cost of Ownership

With Contact On Demand (COD) for Siebel CRM, Oracle offers an all-in-one solution that optimizes management of your customer interactions while reducing complexity and cost of ownership through advanced integration with Siebel CRM.

Savings begin by licensing Oracle Contact On Demand and Siebel CRM from a single vendor. The SaaS COD solution allows you the flexibility to deploy voice and chat as needed in a “pay as you go” operational-expense model that provides the ability to rapidly adopt new services and expand as needed.

A single vendor solution provides savings from day-to-day operations as well. Maintenance and support become significantly easier, because of the holistic approach Oracle provides in supporting and issuing managed software updates for our products.

Lastly, the solution reduces costs per interaction by increasing agent productivity. The desktop is optimized to make the right information available to serve the customer immediately while automating the capture of interaction data. Oracle Contact On Demand advanced routing will ensure that your customers are served by the best available agent to ensure rapid resolution.

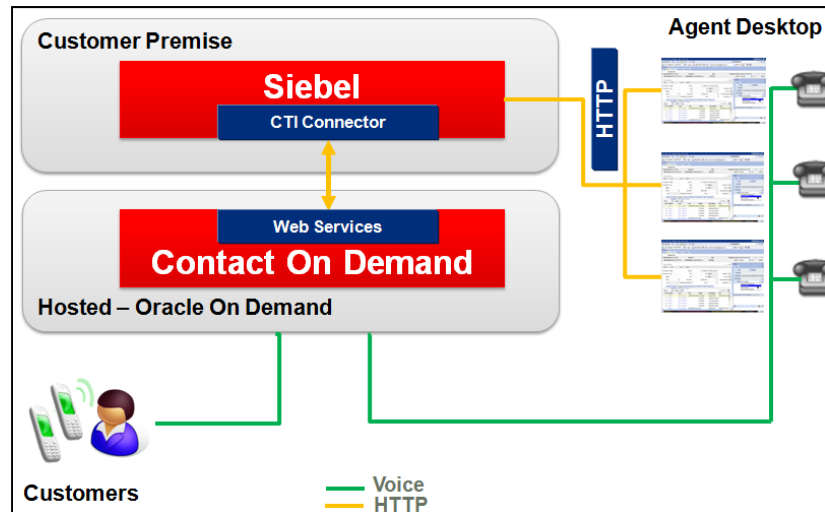


Figure 1 –Cloud based solution for Siebel CRM

Personalize Caller Experience

Contact On Demand for Siebel CRM supports context sensitive screen pops and call controls for the voice and chat channels. Screen pops put information at the agents' hands so that they are ready to engage the customer as soon as they answer a call or a chat request. Information requested from the customer through self service portals such as web sites or via Contact On Demand's own Interactive Voice Response (IVR) system is made available removing the need to have a customer repeat themselves as they benefit from a true multi channel service experience.

The rich workflow capabilities provided by the Contact On Demand Automatic Call Distribution (ACD) reduce customer frustration by minimizing wait time to automatically route customers to the best available agent. Routing can be configured to access customer data from Siebel and adapt to your organization's advanced business rules and requirements.

Agent Benefits:

- Multi channel Communication
- Seamless CRM desktop with CTI toolbar
- Context Sensitive Screen-pop
- Automated desktop with Activity creation

Solution Highlights:

- Voice, Chat, Click to Dial, Virtual hold
- Multidimensional routing
- Built in Interactive Voice Response (IVR)
- Supervision and Quality Monitoring
- Quality and Transaction Recording
- Instant Provisioning
- Support for Multi-site, single-site, and at-home agents
- Extensible Web Service Interfaces

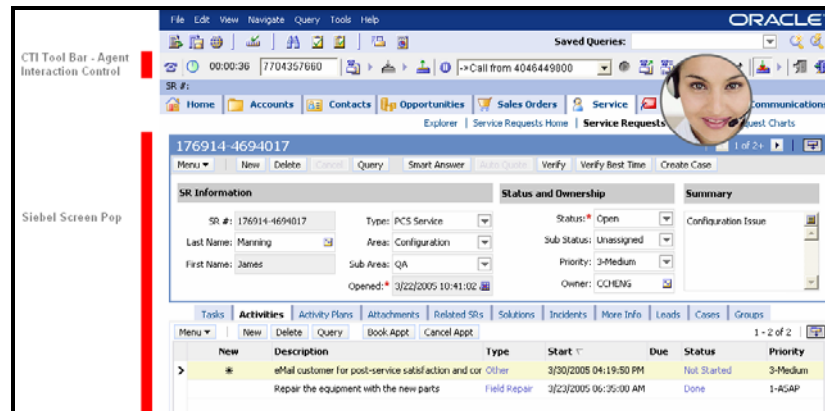


Figure 2 –The Siebel CRM Communications Toolbar

Summary of the Contact On Demand for Siebel CRM Advantage

With Contact On Demand for Siebel CRM, Oracle delivers a comprehensive, integrated, all-in-one contact center solution. Oracle has more than 14 years of experience delivering contact center solutions globally. Siebel CRM and Contact On Demand are industry-leading, pre-integrated contact center components from our CRM product suite that will dramatically reduce the total cost of ownership for your contact center solution while increasing the level and quality of service you provide to your customers.

To learn more, please visit our website at

<http://www.oracle.com/us/products/applications/crmondemand/oracle-contact-on-demand-305849.html>

or call 1-800-ORACLE1 to speak to an Oracle representative.

Copyright 2011. 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 is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.