

Siebel CRM SmartScript



Siebel SmartScript is a powerful, flexible tool that provides a workflow-based, dynamic user interface that guides a user on the web or an agent in a Call Center through a guided sequence of steps. It combines setting a workflow process with a dynamically generated user interface to offer information on a “just in time” basis. It can be used for automating a wide variety of tasks including diagnostic Q&A for problem resolution, call scripting for telemarketers, or needs analysis for product recommendations systems. SmartScripts can be easily constructed using a drag-and-drop interface to build questions, text, and branches. All questions are reusable, and the same script can be deployed across HTML pages associated with different browsers and devices. Scripts can be continually refined without programming.

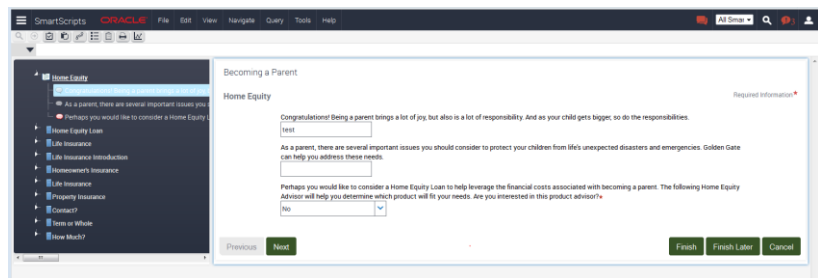
SIEBEL SMARTSCRIPT

KEY FEATURES

- Dynamic agent desktop with “just in time” question-answer interface
- Dynamically generate questions based on branching logic
- Visual representation of question sequence to agents to allow easy traversing of the script
- Group related questions using page sections
- Flexibility to branch from any question to any other question in Smart Script Player
- Drag-and-drop flowchart UI for administering SmartScripts without programming
- Support extending scripts with Siebel VB and eScript
- Reusability of SmartScript pages and questions across multiple scripts
- Simple deployment of scripts in multiple languages without changing the script structure
- Save & Resume Capability for multi session interactions

Dynamically Generated UI Ensures The Quality Of Each Customer Interaction

Siebel SmartScript provides a dynamic desktop with a question-answer interface where the next question asked may be determined by answers given on prior questions. Branching logic can be easily built so that questions that prompt the agent are generated dynamically to guide the agent through the interaction. Agents can view and navigate to related questions, which are displayed and grouped as Pages. Agents easily navigate through the SmartScript sequentially, by following the question order, or through a tree control where they can directly jump to a particular question.



Reduce Training Time and Increase Productivity

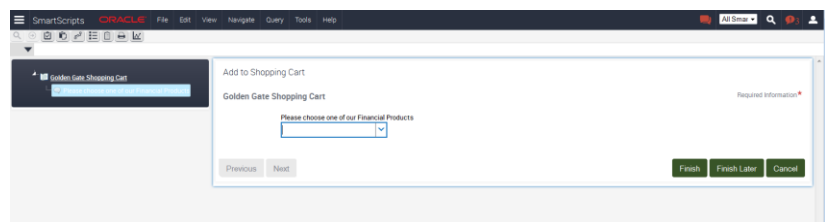
SmartScripts incorporate elements that are of tremendous use by inexperienced and experienced agents. Instead of navigating through unfamiliar and sometimes complex screens, agents will be prompted with the next question based on previous answers and a set workflow. Agents will not be required to remember what and how to ask question. They instead will be provided with the exact wording and answer options for every question. Once the business analysts design the SmartScript, it can be immediately deployed to the call center or to the Web.

Integrate Sales and Service

Siebel SmartScript can be designed to incorporate rules for cross-selling or up-selling. Based on answers provided by a customer over the phone, SmartScript can prompt the agent to inquire about other product or service options. In addition, the sales effectiveness of different approaches can be tested out and refined using SmartScript. Sales per agent can be continually improved using different word phrasings or question sequences.

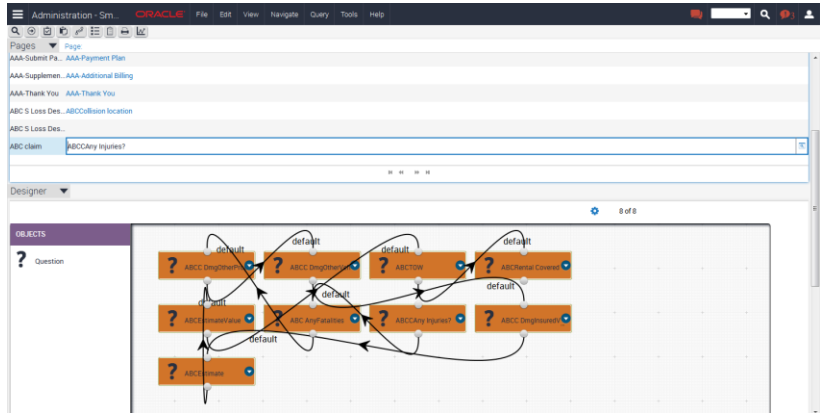
Deploy SmartScripts Over The Web

Siebel SmartScript allows call centers to deploy across HTML on the web. With the deployment capability of “create once, deploy everywhere, the same administration and same SmartScripts can be used for both call center and Web. In order to improve the ease of using scripts on the web, all of the questions from the SmartScript that don't require a branch will be displayed at once so it is not necessary to constantly refresh the HTML page. The next set of questions will be displayed based on how the user answers the last question.



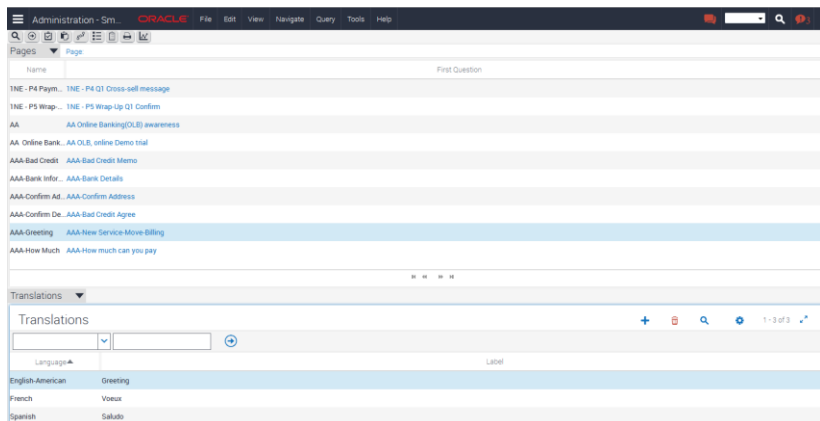
Graphically Design And Modify Call Scripts Without Technical Expertise

Siebel SmartScript uses a graphical, simple, drag-and-drop user interface that allows visualization of the structure of a script. Users simply add new pages or questions through this interface and drag branches between them to create the sequence logic. Instead of requiring weeks or months of IT or engineering time to build a script, SmartScripts can be built at the business analyst level in a fraction of the time. Changing SmartScript structure can be done using the same flowchart UI, allowing continuous improvements to productivity.



Easily Deploy Multilingual SmartScript

Any number of translations of SmartScripts can be built just by translating the question and answer strings with the Siebel Administration screen. Once the structure of the SmartScript is built, then it is not necessary to alter it for additional languages. Once a question is translated, since it is reusable across multiple scripts, the task of translating multiple scripts is considerably reduced. When agents run a script, they can choose which language they want to run it in. Alternatively, a question in the script can be used to invoke the proper language in the SmartScript.



Leverage the power of Siebel Products with SmartScript



Siebel SmartScript is fully integrated into Siebel Applications. Siebel CTI can be used to capture information about a call, start a SmartScript, and use this CTI information in the SmartScript. Assignment Manager can be used to assign tasks created in a SmartScript and then return that information to SmartScript. Siebel's knowledgebase of Decision Issues and Solutions can be effectively used to build a dynamic troubleshooting script. SmartScript can capture information about a user, which can then be passed to the Siebel Product Configurator to make product suggestions.



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