

# Siebel CRM Email Response



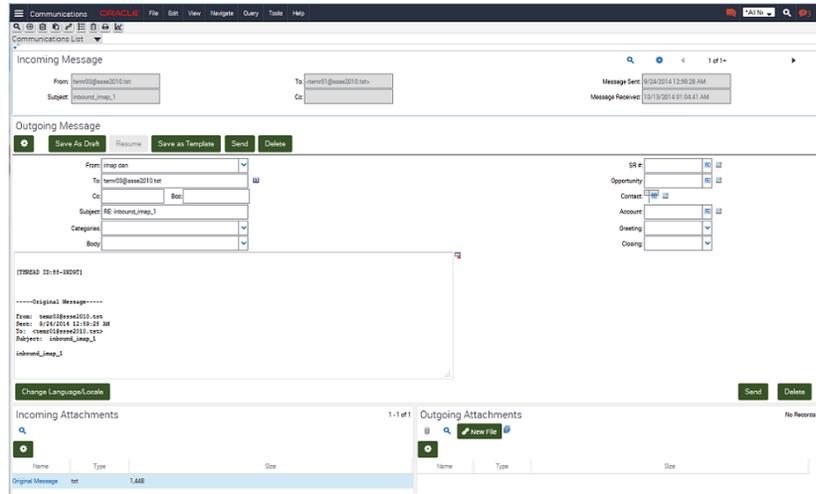
## SIEBEL EMAIL RESPONSE KEY FEATURES

- Leverages Siebel Smart Web Architecture to minimize the total cost of ownership
- Provides customized auto-acknowledgments based on SLAs
- Provides intelligent email routing to ensure the correct agent receives and responds to customer inquiries
- Scales to support single sites or global deployments

Siebel Email Response enables companies to respond to high volumes of email quickly and professionally, ensuring they provide superior customer service. This highly scalable application lowers costs, and provides easy-to-administer routing and queuing rules that send email messages to the most appropriate agent. By providing organizations with a comprehensive customer view, agents can increase customer loyalty and retention because they are more knowledgeable about customer needs and can more quickly resolve customers' concerns.

## Revolutionary Web Application

Siebel Email Response's zero-install, highly interactive Web client delivers highly interactive functionality while minimizing total cost of ownership. The application leverages Siebel CRM's Web Architecture, which extends the capabilities of leading Web browsers to deliver high levels of application interactivity, maximizing agent productivity while eliminating IT costs to install and administer client software. Siebel Email Response is extremely flexible and scales to support organizations of all sizes—from focused, single-site operations to the largest deployments with multiple sites around the world. As Siebel Email Response is accessed through the commonly used Web browser, training costs are reduced and new agents can become productive very quickly.



## Auto-acknowledgments Based on Service-Level Agreements

Customers typically look for information by using a search engine to find what they need. Oracle requires you to fill out the Properties dialog box for your file so Siebel Email Response can use information from your customer service-level agreements (SLAs) when processing incoming email. Customers can send an email message and receive an immediate auto-acknowledgment giving the date and time that they will receive a response based on their SLAs.

## Workflow-driven Email Processing

To leverage best practices and ensure that business processes are met, Siebel Email Response provides easy-to-administer, powerful email processing capabilities through Siebel Workflow. By leveraging the Siebel Workflow Process Designer, Siebel Email Response enables administrators to graphically layout, visualize, and modify email processing workflows without having to write custom code. Siebel Email Response improves the flexibility of the system to handle custom business requirements and enables organizations to respond quickly to changes in business processes while reducing IT costs.

With Workflow Process Manager, Siebel Email Response could perform the following tasks:

- Determine the commit time (the time by which you must reply to the message) based on the customer's service-level agreement.
- Send the message to Assignment Manager for routing or to a custom routing and queuing solution.
- Write a record to your database if the message is routed to an agent for response.

When integrated with routing and queuing software, route incoming email to an agent based on defined parameters such as agent skills. The selected routing and queuing processes route and queue messages to the agent with the skills that are necessary to

respond to the message.

It ensures that customer satisfaction and service levels are achieved by intelligently routing requests to the most qualified agent based on skills, customer value, business logic, and availability. As a result, the workload can be balanced across the organization, reducing operational costs and ensuring that customers' requests are prioritized appropriately.

## Summary

Oracle's Siebel Email Response advanced technology significantly decreases response times, increases accuracy, and reduces the administration required for effectively responding to large volumes of inbound email. With Siebel Email Response, organizations can provide relevant, automatic responses to customer emails as well as automatically and intelligently route email inquiries with suggested responses to the most appropriate agent, enabling companies to minimize total cost of ownership and maximize customer satisfaction.

Siebel Email Response is the only email response management system that provides a consolidated view of customers by seamlessly integrating with all other Siebel Applications, including Siebel Call Center, Siebel Service, Siebel Marketing, and Siebel eService. Siebel Email Response enables organizations to manage and respond to large volumes of incoming email personally, promptly, and professionally, resulting in improved customer loyalty and profitability.



### CONTACT US

For more information about Siebel CRM, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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### Hardware and Software, Engineered to Work Together

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