

# Intelligent Call Routing Integration

## Oracle Customer Solutions for Industries- Communications

According to a study by the International Telecommunication Union, inefficient call routing can lead to up to 30% increased operational costs and diminished customer satisfaction due to delays and quality issues. Oracle Communications Converged Application Server (OCCAS) addresses these challenges with its robust Intelligent Call Routing Application. OCCAS enhances profitability by employing advanced routing algorithms that efficiently allocate resources, minimize delays, and balance partner costs while maintaining high network quality and data security. By adopting OCCAS, telecom service providers and enterprises can optimize their call routing processes, improve operational efficiency, and ensure a superior customer experience, ultimately safeguarding their financial investments and enhancing overall service delivery.

# Intelligent Call Routing for Simplified Communication Channels

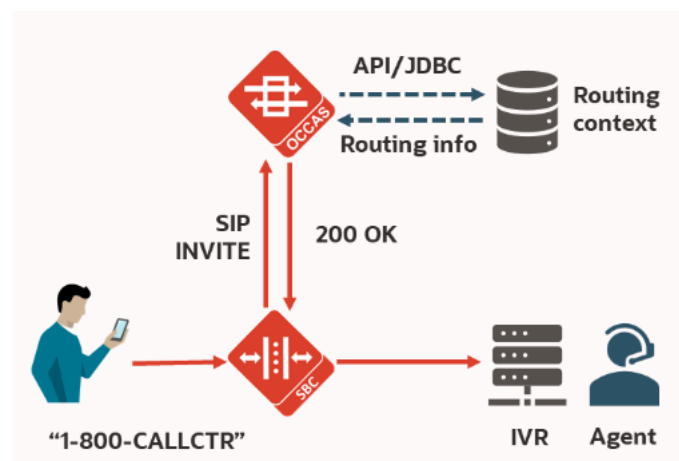
Oracle Communications understands the pain points of telco companies and the investment involved in transportation and termination of calls among various carrier partners. To simplify the entire routing journey of a voice call, Oracle's Converged Application Server (OCCAS) has designed a flexible Call Routing Application that enables enterprises to leverage existing business rules and enhance their overall call routing strategies. Utilizing the routing context engine application on top of OCCAS, businesses can integrate their traditional SIP telephony call flow with the backend data sources to obtain valuable insights. This innovative routing application helps telecom businesses increase efficiency in their call handling capabilities and improve the service experience for callers with first-call resolution as they get connected to the correct agent/department right away in less to no hold times.

## How does Call Routing Integration help organizations?

The purpose of the call routing integration is to access, retrieve, and add "context" to incoming or outgoing SIP calls in business environments. By harnessing the power of the routing context engine, businesses can unlock the power of their own back-office data sets and add them to call flows.

Specific use cases that align with the application could involve:

1. Adding a customer profile number and a few other custom fields stored in the Customer Relation Management (CRM) system into the signalling before the call is delivered to an Interactive Voice Response (IVR) system.
2. Inspecting the last call done by the specific caller and the agent he spoke with so that his subsequent call can be routed to the same agent if available. OCCAS and the routing context engine application can make this happen by connecting enterprise data sets via standard API, JDBC, and even LDAP. All data gathered by the routing engine can be stored in the SIP signalling as "context". This application can help redirect the Session Border controller (SBC) on who and where to send the call to the next destination. The routing decisions can also pop up on the agent's desktop screen to keep track of the call.



## Call Routing Integration Service Details

The flexibility and scalability of OCCAS and the routing application have advanced the utilization of business call routing rules. Previously, re-routing calls in a business environment took several attempts, including sending calls to the same back-end data sets multiple times, creating additional overhead. By combining the context data with Oracle Session Border Controllers (SBCs), telecom businesses can leverage the true freedom to intelligently pre-route a call before it is presented to their IVR. In addition, they can intelligently post-route a call to an agent with all the extra “context” that adds operational efficiency to every call flow.

Once the application has completed execution, service providers and enterprises gather the metrics of what happened to the call and what data was attached and send them to their analytics engines as a data source for further review. This application, combined with the Oracle SBCs, empowers telecom businesses to move forward and wield their data like never before.

Intelligent call routing is a highly customizable application that can be tuned to query any set of data resources to make decisions and keep other OSS (Operations Support System)/BSS (Business Support System) updated.

## Excel your Customer Service Goals with Oracle Intelligent Call Routing Integration

Created by a highly skilled team of Oracle communications experts, the Call Routing Integration enables Telecom Service Providers and Enterprises to improve their services and performance management with exceptional customer success. With hundreds of service providers and thousands of enterprises trusting Oracle applications to secure their voice networks, Oracle has the experience to help telecom organizations ensure that when it comes to customer satisfaction, your network integrity remains uncompromised.

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