

SIEBEL CONTACT CENTER AND SERVICE APPLICATIONS



Deliver great customer experience that sets you apart, improves efficiency and drives profitability with Oracle's Siebel Contact Center and Service applications.

PRODUCTS & FEATURES

- Contact Center
- Call Center On Demand
- Field Service
- Help Desk
- eMail Management
- Computer Telephony Integration (CTI)
- Analytics

The Challenge of Meeting Customer Expectations

Companies today face many challenges in delivering great service—a host of products and services to manage, fragmented customer strategies that vary by business unit, complex business processes, and high volumes of customer interactions across multiple channels. With the rapid adoption of new communication technologies and devices, customer expectations also are rapidly evolving and growing. Overcoming these challenges to provide exceptional customer service is more challenging than ever.

Delivering Intelligent Customer Service

To rise above the crowd, you must do more than meet common customer service expectations. You must deliver intelligent customer service that adapts to evolving customer and business needs.

At Oracle, we believe “intelligent service” can transform good customer service organizations into great ones. Intelligent service is a complete customer service and support solution that helps you transform customer service strategies into an exceptional, end-to-end customer experience.

Turning Your Service Organization into a Revenue Engine

Siebel Contact Center and Service applications help you deliver intelligent customer service that stands out in a crowded marketplace. Equipped with Siebel Contact Center and Service applications, your service agents can:

- Speed the quote-to-cash process
- Provide "one-and-done" service request handling
- Resolve service issues faster
- Seamlessly transfer service requests to field engineers and partners
- Deliver an exceptional customer experience

Siebel Contact Center and Service applications also deliver unprecedented flexibility—with deployment options that include on-premise, on-demand, and 'hybrid' solutions that enable your company to rapidly adapt to changing customer and business needs.

SIEBEL CONTACT CENTER

Siebel Contact Center equips you to manage all inbound and outbound marketing, sales, service, and help desk interactions with customers and employees.

Unparalleled Sales and Marketing Campaign Effectiveness

With Siebel Contact Center, your telesales professionals have complete visibility into the sales pipeline, empowering them to meet sales quotas with up-to-the-minute data regarding target accounts and partners, key deal participants, product interests,

pricing, historical activity, advice on how to address objections, competitive information, and complete order management.

Siebel Contact Center also allows you to acquire more customers with complete telemarketing functionality for executing targeted, multistage sales campaigns. Managers can quickly assign campaign teams, engage sales and fulfillment teams, and develop tailored call scripts to deliver the right message to the right customer. They also can track the progress of each campaign, script, and agent to make real-time adjustments. Agents can review the history of campaigns and results as they contact customers and prospects to improve and personalize each interaction.

Optimized Order Management within Your Contact Center

Siebel Contact Center together with Siebel Customer Order Management accelerates the quote-to-cash process for campaigns and ad-hoc customer interactions by creating relevant offers and promotions for customers.

Your employees are empowered with deep customer insight that drives intelligent interactions that lead to greater revenues, reduced operating costs, and higher customer loyalty. Your agents can more quickly and easily:

- Present dynamic, targeted product bundles
- Offer intelligent cross-sell/up-sell opportunities at the point of interaction
- Achieve optimal price by product and customer segment
- Increase quote-to-order close rates

Intelligent Service Delivery

Siebel Contact Center manages all inbound customer interactions, routes calls to agents with the right skills and availability, and drives end-to-end service request management. It allows agents to:

- Quickly review customer information and triage the reason for the call
- Search for known solutions and rapidly locate relevant information to bring customer service issues to resolution
- Deliver fast, consistent support with dynamic call scripting that intelligently guides interactions
- Follow-up on open service items with activity templates and workflows that guarantee consistent adherence to service procedures
- Provide one-and-done service

When a customer needs on-site service, your agents can quickly and easily validate service agreements, schedule appointments, and dispatch the right field engineer for the job. Customer information—service histories, assets, and entitlements—is immediately available to field service agents for seamless service delivery. As a result, your contact center can lower the total cost to serve while delivering exceptional customer service experience.

Integrated Help Desk Management

Siebel HelpDesk provides a vital day-to-day contact point between employees and, IT support organizations. With embedded IT Infrastructure Library (ITIL) best practices for managing incidents, problems, service requests and other IT service processes, this product suite delivers a complete, integrated IT service and support solution. It helps you make better use of scarce resources while improving the speed and quality of service response.

Siebel HelpDesk also supports streamlined, efficient human resources (HR) services with multichannel employee services and centralized access to information, documents, and more. Siebel HelpDesk frees HR staff to support more employees, more rapidly. It also allows your HR team to spend more time and attention on

employee recruitment, training, development, and staffing, and less time on administration and paperwork.

Robust Capabilities that Deliver Intelligent Customer Service

In addition to supporting different business needs for your contact center, Siebel Contact Center delivers provides robust, must-have features including:

Complete View of the Customer

Siebel Contact Center provides you with a single view of each customer relationship no matter which channel is used for interaction. Agents have an uninterrupted view of customer information including contacts, activities, assets, interaction and payment histories, claims, cases, and more.

Embedded best practices let you easily manage business processes such as customer interaction, service request, order, telesales, case and claims management. You also can simplify account privacy and security management with tools that automate changes and approvals, establish controlled access to accounts, and audit changes to records.

Intelligent Call and Service Request Routing

Siebel Contact Center helps you improve customer satisfaction and service levels by intelligently routing requests received from multiple communication channels including the telephone, email, and the Web. Requests are routed to your most qualified agent based on skills, customer value, business logic, and availability. In addition, your agents can trigger assignment routing should a customer require next-tier support or on-site repairs. As a result, you can balance your contact center's workload across your workforce—reducing operational costs and delivering optimal customer service.

Computer Telephony Integration (CTI)

Siebel CTI improves call productivity by identifying the customer before the conversation begins, and “screen-popping” the customer record from the Siebel database. Information is captured once so customers don't need to repeat information to each agent. Siebel CTI includes a communication toolbar—a complete, integrated soft phone that enables agents to:

- Accept and manage inbound calls and emails
- Make context-sensitive outbound calls and emails
- Manage blind and conference call transfers
- Signal agent availability with reason codes for managerial review

Integrated Email Management

Siebel eMail Response lets you respond to high volumes of email quickly and professionally. This highly scalable application automatically responds to selected customer inquiries without agent intervention. It provides easy-to-administer routing and queuing rules that send email messages and suggested responses to the most appropriate agent. Siebel eMail Response helps to reduce your total cost of ownership with enterprise workflow capabilities, advanced reporting analytics, and robust natural language processing for consistent, accurate responses.

Increase Customer Loyalty While Reducing Costs with Self-Service

With Siebel Self-Service and eBilling solutions, customers are empowered to manage their billing and account-related activities online 24x7. Your customers have convenient access to information on their accounts while improving the quality of customer care, reducing support costs, and deepening customer relationships. Integrated with Siebel Contact Center, this application enables organizations within the company to capture customer activities for a seamless service and interaction history.

Expand Your Contact Center Capacity Quickly, Easily

Siebel Call Center On Demand delivers hosted voice, voicemail, email, and Web communications as a fast, flexible, and affordable monthly service. The Siebel Call Center On Demand solution is available as a stand-alone hosted telephony solution offering voice, voicemail, e-mail and reporting. It also integrates with 'on premise' Siebel CRM, Oracle eBusiness Suite, and PeopleSoft Enterprise as well as Oracle's hosted Siebel CRM On Demand solution.

Comprehensive Field Service Management

Siebel Field Service extends the reach of Siebel Contact Center to help you dramatically enhance customer service, productivity, and revenue. The solution supports closed-loop problem resolution with multichannel customer service, mobile and wireless connectivity, scheduled resource optimization for field resources, shipping, receiving, depot repair, parts logistics, inventory management, and invoicing functionality. Siebel Field Service delivers functionally-rich, integrated solutions for:

- Appointment booking and scheduling
- Entitlement and contract management
- Mobile and wireless field service delivery
- Asset management
- Inventory and parts logistics
- Repair management

Gain Actionable Business and Customer Insight

Siebel Enterprise Contact Center and Service Analytics delivers new levels of information richness, usability, and reach for the entire service organization. From the CEO to the service agent, you can access, complete, and in-context analytics that help drive overall customer satisfaction. This end-to-end, next-generation analytics solution provides pre-built and ad hoc analysis that is personalized, relevant, and easy to use, and embody best-practice metrics.

It delivers complete customer and business insight by spanning multiple real-time and historical data sources across the enterprise. Data can reside in any Siebel application, operational system, or third-party system—ensuring true insight regardless of information silos.

World-Class Service for Small and Medium-Sized Businesses

Siebel CRM Professional Edition is a version of Siebel CRM expressly designed for small and medium businesses (SMBs). Built on the same state-of-the-art technology and best practices found in Siebel CRM, it allows SMBs to quickly, affordably deploy rich CRM capability. Siebel CRM Professional Edition allows customers to tailor and extend their CRM solution to their needs using a simple, modular purchasing program. A broad range of pricing, financing and fixed-price implementation services ensure that customers get the solution they need for a price they can afford—within a time frame they want.

Why Choose Siebel Contact Center and Service Applications?

Siebel Contact Center and Service applications enable you to treat every interaction as an opportunity to sell to, serve, and delight customers.

It offers unmatched capabilities that help deliver seamless customer experience across all channels and throughout the entire service process—from initial phone call to on-site service delivery.

Siebel Contact Center and Service delivers unprecedented flexibility—from deployment options that include on-premise, on-demand, and hybrid solutions to tools that enable rapid adaptation to changing customer and business needs.

With Siebel Contact Center and Service applications, you can meet and exceed customer expectations with rapid, high quality service delivered by Web self-service, the contact center, field engineers, and partners. We help you to bridge silos of information for a single view of the customer—so that you can offer the right information, services, and products to the right customer, at the right price, at the right time.

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