

# SIEBEL CRM CALL CENTER ON DEMAND



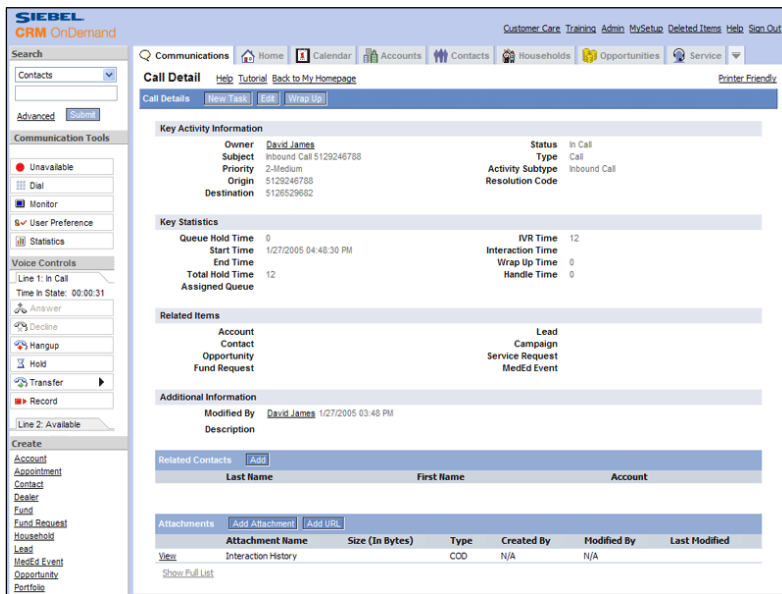
*With our hosted, multichannel solution, you'll get the technology to help you create an efficient call center for resolving problems, lowering costs, and enhancing your customer satisfaction.*

A COMPREHENSIVE CRM ON-DEMAND SOLUTION

- Hosted multichannel solution
- Deploys quickly with no IT investment
- Powerful analytics
- Built-in contact center
- Prebuilt industry solutions
- Embedded marketing, sales, and service best practices
- Supports customers and agents anywhere in the world

**Computer Telephony Integration (CTI)**

Siebel CRM On Demand offers something rare in the hosted CRM industry: built-in computer telephony integration (CTI). That means you won't need a costly telecommunications infrastructure. Calls are delivered through normal telephone lines with a simultaneous "screen pop" of the customer record. Callers are automatically identified, and their complete account history is displayed.



**KEY FEATURES**

- Hosted voice, voice-mail, e-mail, and Web communications
- Hosted ACD, IVR, and PBX capabilities
- Toll-free-number provisioning
- Automatic screen pops via built-in CTI
- PSTN and VoIP support
- Route customers to the right agent, based on customized workflow rules

**Agent Features**

- Single contact center and CRM interface
- Built-in Communications tab for managing phone, voice-mail, and e-mail activities
- Automatic activity creation in Siebel CRM On Demand

**Supervisor Features**

- Unified contact center and CRM analytics
- Real-time and historical analytics
- Call monitoring and recording

**Administrator Features**

- Add or delete agents on the fly
- Create custom greetings and on-hold messages
- Instantly add new toll-free or toll numbers

**Voice/Voice Mail**

The screenshot shows the Siebel CRM OnDemand interface. The top navigation bar includes 'Customer Care Training Admin MySetup Deleted Items Help Sign Out'. The main content area is titled 'Communication Homepage' and features a 'My Inboxes' table. The table has columns for Start Time, Activity Subtype, Status, Subject, Contact, Lead, and From. Below the table, there are sections for 'Communications Lists' and 'Recently Completed Communications'.

Start Time	Activity Subtype	Status	Subject	Contact	Lead	From
1/27/2005 05:01 PM	Inbound Call	In Call	Inbound Call 5129246788			5129246788
1/27/2005 05:01 PM	Inbound Call	In Call	Inbound Call 5129246788	David James		5129246788
1/27/2005 04:48 PM	Inbound Call	In Call	Inbound Call 5129246788			5129246788
1/13/2005 01:07 PM	Inbound Email	In Progress	Inbound Email chrisbreuer@earthlink.net	Chris Breuer		chrisbreuer@earthlink.net
1/13/2005 01:00 PM	Inbound Email	In Progress	Inbound Email David.James@Siebel.com	David James		David.James@Siebel.com
1/13/2005 01:00 PM	Inbound Email	In Progress	Inbound Email Jason.Albrecht@Siebel.com	Scott Albrecht		Jason.Albrecht@Siebel.com
1/12/2005 03:46 PM	Inbound Call	In Call	Inbound Call 5129246788	David James		5129246788
1/12/2005 03:35 PM	Inbound Email	In Progress	Inbound Email davidjames@aurtn.m.com	davidjames@aurtn.m.com		davidjames@aurtn.m.com
1/12/2005 03:35 PM	Inbound Email	In Progress	Inbound Email bevo14@gmail.com			bevo14@gmail.com
1/10/2005 12:54 PM	Inbound Email	In Progress	Inbound Email bevo14@gmail.com			bevo14@gmail.com

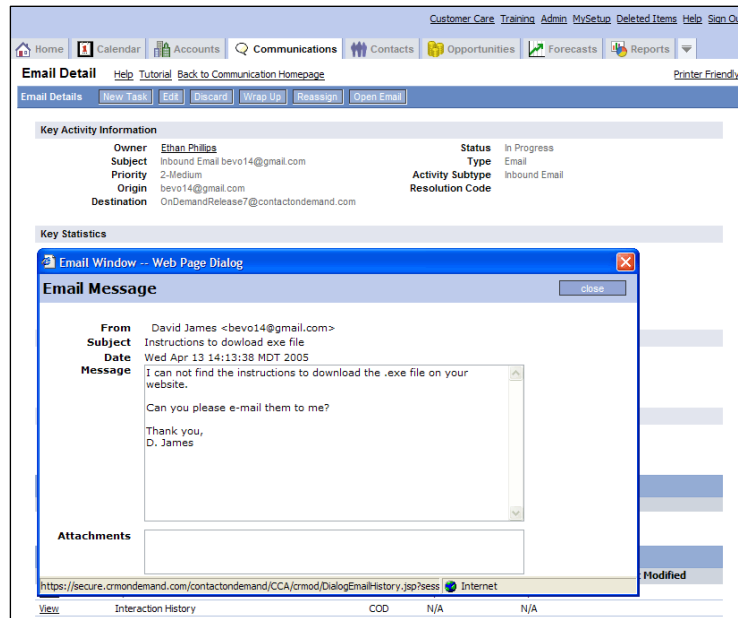
According to analysts, 70 percent of customer interaction occurs over the telephone. Siebel CRM Call Center On Demand recognizes the importance of voice communications by providing hosted voice and voice-mail functionality through public switched telephone network (PSTN) or VoIP, using a standard telephone and a PC.

Siebel CRM On Demand and Siebel CRM Call Center On Demand are tightly integrated, allowing for incoming calls to be recognized in the CRM application and delivered as a “screen pop” before the agent answers the telephone.

Siebel CRM Call Center On Demand has:

- Inbound/outbound call management
- PSTN and VoIP
- 800-number provisioning
- Respop for existing 800 numbers
- Direct inward dialing (DID), automatic number identification (ANI), and dialed number identification service (DNIS) support
- Web-based administration and provisioning
- Skills-based routing
- Call transfer (blind/announced)
- Callback

## E-mail Management



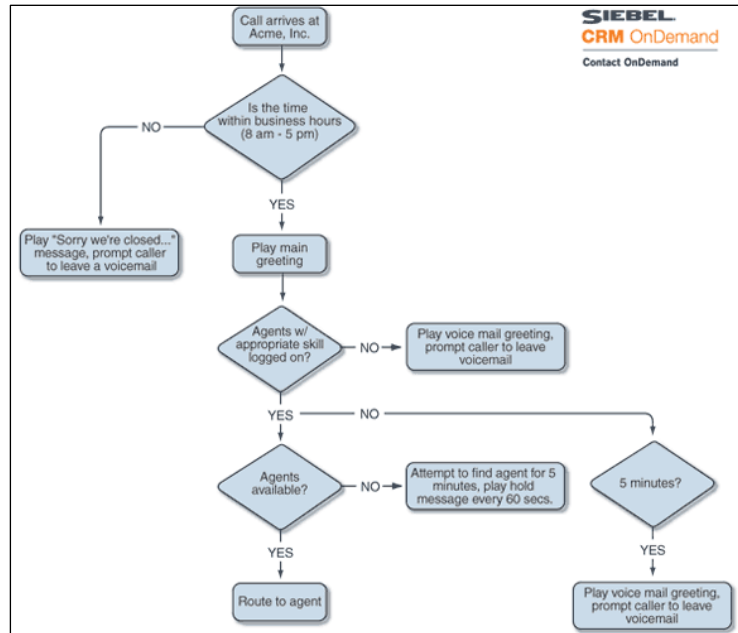
With Siebel CRM Call Center On Demand's built-in e-mail management tool, you won't need a third-party e-mail response system, saving you from additional equipment costs and training time. Inbound and outbound e-mails are automatically tracked as activities and associated with accounts, contacts, opportunities, leads, and service requests.

Siebel CRM Call Center On Demand e-mail management includes auto-reply and auto-scanning e-mail, and it works with any POP3 e-mail account such as Microsoft Outlook and Lotus Notes.

The application has:

- E-mail analysis
- Auto-responses
- Semi-automated response using content analysis
- Custom response templates
- Automatic routing ID
- Blended queuing with call activities

## Hosted Interactive Voice Response



Above is a typical IVR call flow. Siebel CRM Call Center On Demand provides hosted IVR functionality with prebuilt Siebel CRM On Demand integration.

Tailor the application's built-in interactive voice response (IVR) capabilities to fit your unique business needs. After greeting callers with an audio message, Siebel CRM Call Center On Demand prompts callers to make a touch-tone selection to assist in routing their call.

Additional prerecorded announcements such as "Your estimated wait time is one minute" or "Thank you for holding; an agent will be with you shortly" can be added at various points when the caller is in queue.

The IVR functionality:

- Doesn't require programming or integration
- Provides a consistent "face" to your company
- Allows voice prompts to be updated on the fly
- Supports domestic and international callers

### **Hosted Automatic Call Distributor**

Give your customers and agents professional telephone support using Siebel CRM Call Center On Demand's hosted automatic call distributor (ACD) technology.

Companies typically spend hundreds of thousands of dollars to locate an ACD in their call center. But Siebel CRM Call Center On Demand has highly functional and scalable ACD technology "inside the network" and delivers that technology to agent desktops by using an Internet connection and a standard telephone.

Siebel CRM Call Center On Demand's hosted ACD technology supports:

- Inbound voice and data routing
- Intelligent routing based on skill level
- Multiple queues
- Automatic customer identification
- Automatic caller identification
- DID recognition
- DNIS routing
- ANI recognition
- Time-of-day routing
- Priority routing
- Reporting and analytics

### **Multichannel Support**

How can you increase agent efficiency and effectiveness regardless of the contact method? With Siebel CRM On Demand. It features multiple customer communication channels—voice, voice mail, IVR, e-mail, and Web communications—in a unified application. Unifying channels across the enterprise eliminates disjointed customer data silos and allows for effective sharing of data across sales, customer service, and marketing departments.

The multichannel support provides:

- A central database for sales, service, and marketing
- Increased first-call resolution rates
- The ability to shift routine inquiries to lower-cost channels
- Real-time visibility across departments
- Expanded support options for customers

### **CRM & Call Center Integration**

You depend on repositories of customer data to gain a competitive advantage and retain customers. Unless the contact channels are integrated with a CRM system, data silos are created, preventing you from seeing the big picture regarding customers.

Siebel CRM On Demand is the only hosted CRM with built-in call center functionality, allowing for seamless tracking of customer interactions across sales, service, and marketing—regardless of the communication channel.

CRM and call center integration offers:

- Complete data management and synchronization across channels
- Account efficiency
- Centralized account information
- Communication history
- Enhanced customer satisfaction

### Phone-Only Module

Siebel CRM Call Center On Demand also offers the unique advantage of a phone-only option for receiving telephone calls and voice mails. Using the simple Web interface, supervisors can easily redirect incoming telephone calls and voice mails to any location or mobile device. No PC or on-premises-based equipment is necessary.

Traveling? Route your important sales or customer service calls to your mobile phone or branch office. Experiencing a disaster? Have Siebel CRM Call Center On Demand automatically route incoming voice traffic to satellite office, mobile phones, or back-up numbers. Working after hours? Let Siebel CRM Call Center On Demand automatically forward important sales, after-hours help desk, or IT-related calls to pagers, mobile phones, or branch offices.

### Call Center Reports

The screenshot displays the Siebel CRM On Demand interface for call center reports. The main content area is titled 'Agent Summary' and includes a navigation menu on the left with options like 'Agent Activity (Agent)', 'Agent Activity (Team)', 'Agent Performance (Prep Station)', 'Agent Summary (Group Xfer)', and 'Agent Team Summary'. Below the menu are filters for 'Agent' (with a dropdown menu), 'Date Range' (with start and end date pickers), and 'Interval' (with radio buttons for 15 Min, Hour, Day, Week, and Month). The right-hand panel contains three summary tables: 'Call Summary', 'Agent Summary', and 'Voice Mail'.

Call Summary			
Offered	54	100%	
Accepted	21	38%	
Voice Mail	10	18%	
Inr ABA	17	31%	
Queue ABA	2	3%	
Vtr ABA	0	0%	
Re routes	3	5%	

Agent Summary			
Have Logged On			10
Ave Talk Time (m:ss)			02:47
Ave Speed to Answer (m:ss)			00:19
Outbound Calls			1

Voice Mail		
Unassigned	42	12/30/02
Unread	42	05/05/03

Summary since 00:00 today and 15:08 CTZ

**Get detailed real-time and historical reports and analyses to ensure that you have all the information you need to effectively manage your virtual call center.**

With more than 90 call center reports available to you, you'll be able to track average speed to answer, call resolution times, hold times, call abandonment rates, and more. This information can help you proactively address issues and continually improve call center performance.

### **Account Management**

Build a deep understanding of target accounts by viewing a complete history of your company's interactions with customers across sales, service, call center, and marketing. Easily track, schedule, and monitor account-related activities using Oracle's intuitive graphical interface.

Account management lets you:

- Display service details in a comprehensive view
- View service requests and open tickets
- Track product and service delivery
- Prioritize service requests
- Analyze service metrics

### **Call Management**

Improve service efficiency and effectiveness by staying informed of customer interactions. Siebel CRM On Demand provides a comprehensive view of every customer and opportunity, including a complete history of all interactions across inbound/outbound calls, e-mails, written correspondence, visits, meetings, and demonstrations.

Call Management enables service professionals to:

- Maintain rich contact profiles
- View complete interaction history across touchpoints
- Correspond with contacts via e-mail or phone with the click of a button

### **Territory Management**

Advanced territory management capabilities in Siebel CRM On Demand let you adjust to rapid change within your company.

Using an easy, point-and-click interface, you can automatically route accounts and opportunities to the right territories, sales professionals, and sales teams. You can manage your business by multiple criteria, ensuring you get the right information to the right team member to keep things from slipping through the cracks.

### **Calendar/Task Management**

Schedule appointments, activities, and tasks across sales, service, call center, and marketing functions. Items assigned to other team members automatically appear on their calendars. Managers can review calendars of people covering an account to see who has been interacting with the account and how frequently.

Calendar and task management lets you:

- View all activities in a central repository
- Drill down for more details on an activity
- Sync activities with Microsoft Outlook (bidirectional)

### **Product Management**

Create and modify a product catalog of your company's products and services in Siebel CRM On Demand, including easily customizable fields, to track and manage sales opportunities by product or service across the entire organization.

Associate products and services to existing accounts, including part numbers, contracts, and warrantee information, to capitalize on up-sell and cross-sell opportunities. Create accurate sales forecasts by tracking product and service revenues such as recurring revenue streams.

### **Asset Management**

Associate one or more products/services with accounts as well as track information such as part number, warrantee, and contract details. Create custom fields to support unique asset tracking needs. Effectively respond to service requests and identify new sales opportunities by having easy access to detailed product information.

Asset management lets you:

- Increase up-sell and cross-sell opportunities
- Customize fields based on individual preferences
- Quickly address customer inquiries

### **Activity Management**

In any sales process, certain activities must be completed within tight deadlines. Siebel CRM On Demand centralizes RFPs, quotes, contracts, callbacks, and meeting details in one easy layout.

Create prioritized to-do items on your homepage and never miss an important deadline. Managers have complete visibility into staff activities to make sure everyone is staying on task.

Activity management lets you:

- See all sales leads and appointments
- Stay current on accounts
- Create personalized to-do lists
- Prioritize activities based on deadlines or revenue potential
- Gain insight into staff workload

### **Product Catalogs**

Maintain complex product catalogs in CRM On Demand, including hierarchical classification of products and services. Guarantee consistent messaging and product availability throughout the entire organization.

## Disaster Recovery

Power outage? ACD upgrade? Fire? Cut phone line? Regardless of the situation, a black-out in your call center can easily put you in the red. Siebel CRM Call Center On Demand also serves as an affordable voice continuation service, allowing your customer service operations to continue functioning when an unexpected disruption occurs.

Within minutes of losing power, your business can reroute voice traffic through Siebel CRM Call Center On Demand, ensuring the same level of service and personalized communications your customers expect.

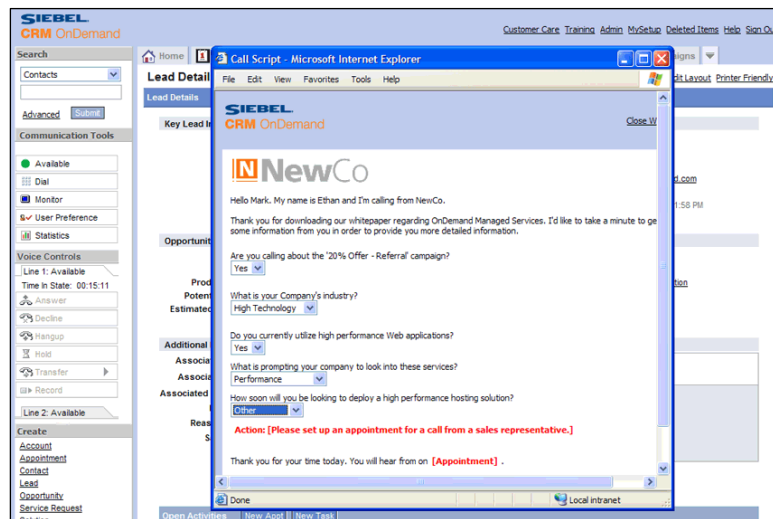
## Customization

Create reports that fit your individual needs. With Siebel CRM On Demand's customization capabilities, you can build customer fields and reports using dozens of fields and multiple logical arguments.

Customization features let you:

- Automatically rename tabs and objects throughout the solution
- Pass data to an external system by creating a hyperlink
- Create tailored home pages
- Define role management, user privileges data access, and screen layout
- Run reports and analyses from customized fields

## Call Scripting



Enhance the efforts of your customer service and telesales people and third-party vendors with customizable call scripts available in Siebel CRM On Demand. Ensure your agents are asking the most appropriate questions at the right time by using customized workflow. Information captured on the call is collected directly in Siebel CRM On Demand, for high-quality data and more-effective calls outcomes.

### Call Scripting:

- Reduces agent training time
- Dynamically changes drop-down choices based on customer response
- Supports personalized interactions based on existing record data
- Facilitates up-selling and cross-selling
- Does not require third-party software

### ACD and Web Callback

The screenshot displays the Siebel CRM OnDemand interface. The top navigation bar includes links for Home, Calendar, Accounts, Contacts, Opportunities, Forecasts, Service, and Reports. The main content area is titled 'Daily Calendar' and shows a calendar view for Thursday, June 09, 2005. The calendar lists several appointments: 'Group Meeting [Edit]' at 09:00, 'Call Campaign (HC) [Edit]' at 10:00, and 'Demo for Bay Street [Edit]' at 12:00 PM. On the left side, under 'Communication Tools', the 'Web Callback' option is highlighted with a red box. Below the calendar, there is a section for 'Open Tasks' with a table listing tasks with due dates, priorities, and subjects.

Due Date	Priority	Subject
6/9/2005	1	Follow Up on Trade Show
6/9/2005		Set Quarterly Objectives
6/9/2005	1	Submit Forecast

**Callback lets your customers schedule a callback from any Web site or through Siebel CRM Call Center On Demand's built-in ACD for maximum convenience.**

After a customer enters his or her phone number, Siebel CRM Call Center On Demand will contact an agent based on skill and availability and instruct the agent to hold for a callback connection. The application will then call the customer and connect the two parties, without the agent dialing a number. As with all Siebel CRM Call Center On Demand interactions, the callback feature is automatically tracked as an activity within Siebel CRM On Demand for later analysis and reporting.

Callback lets you:

- Reduce on-hold times
- Shift non-urgent calls to off-peak hours
- Track callbacks as activities in Siebel CRM On Demand
- Increase the opportunity to speak live with customers

**Learn More About Siebel CRM On Demand**

For more information about Siebel CRM On Demand, visit [www.crmondemand.com](http://www.crmondemand.com) or call +1.866.906.7878.

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