

# BUCHER + SUTER AG

## Connects for Siebel Validated Integration with Siebel CRM



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ORACLE

### Validated Integration

#### Siebel Customer Relationship Management

Oracle Validated Integration provides customers with confidence that a partner's integration with an Oracle on-premises application is functionally sound and performs as designed. This can help customers reduce deployment risk, lower total cost of ownership, and improve the user experience related to the partner's integrated offering.

### Connects for Siebel: A Contact Center Integration Solution for Business and IT

When choosing an integration technology for the contact center, business leaders demand a solution that is feature-rich, simple to use, and cost effective. IT managers seek solutions that are easy to implement and simple to maintain. b+s Connects for Siebel is a pre-integrated package that is easy to install and offers the functionality demanded by today's contact centers. By connecting Cisco's Unified Contact Center Enterprise (CCE) with Oracle's Siebel Customer Relationship Management (Siebel CRM), Connects for Siebel delivers multichannel interaction handling within the CRM interface.

### Company Overview

Bucher + Suter AG (b+s) is a global provider of contact center solutions and services with corporate offices located in Bern, Switzerland; Bensheim, Germany; and Denver, USA. The company has helped contact centers across a wide range of industries achieve their business goals in Europe, America, and the Middle East.

### Integration Overview

Connects for Siebel by b+s is a prepackaged integration of Siebel CRM and Cisco's Unified CCE solution. b+s Connects for Siebel enables agents to login/logout, go ready/not ready with reason, answer, hang up, transfer, conference, and handle email and chat tasks—all using Siebel CRM's communications toolbar. Some of the features and benefits are as follows:

- The preintegrated solution provides rapid and reliable deployment and lowers implementation costs.
- Seamless integration with the Siebel CRM communications toolbar enables agents to handle customer interactions—including voice, email, and chat—without switching between applications. This streamlines agent workflow and reduces training.
- Unified media handling and universal queue enable centralized routing, reporting, and scheduling. This improves productivity and simplifies administration.
- Flexible screen pops with customer and interaction history reduce handle time, speed issue resolution, and enable faster call processing by providing agents with customer information at the time the customer interaction arrives.

### Integration Details

By placing interaction control inside Siebel CRM, where client data resides, agents get a 360-degree customer view. It streamlines contact handling, provides quick access to

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agent tools, improves efficiency, and eliminates continuously switching back and forth between applications when searching for information.

b+s Connects for Siebel provides full CTI functionality to help drive efficiency, cost reduction, and customer satisfaction. The solution pops customer information into the agent's Siebel CRM graphic user interface (GUI) upon arrival of a call, email, or chat, and facilitates the lookup of customer information by phone number, email address, caller entered digits (CED), and more. Agents can manage multichannel interactions from within Siebel CRM's communications toolbar, and the system logs all inbound and outbound activities for real-time and historical reporting.

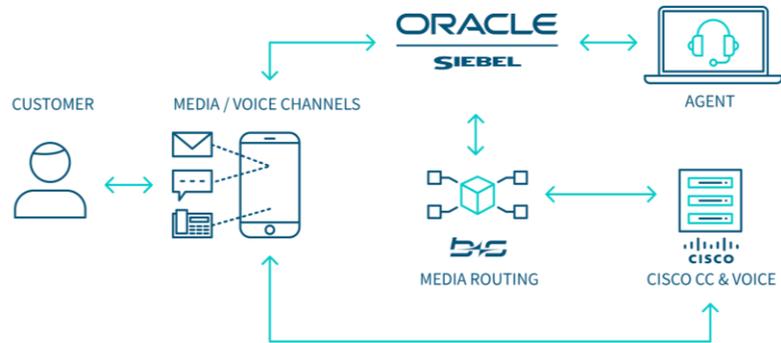


Figure 1. Architecture overview of the b+s Connects for Siebel solution

**Environment**

Bucher + Suter AG Environment	Oracle Environment
<ul style="list-style-type: none"> <li>Connects for Siebel 2.3</li> </ul>	<ul style="list-style-type: none"> <li>Oracle's Siebel CRM 19</li> </ul>



**Validated Integration**

Oracle Applications

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