

# CHAT ON DEMAND FOR SIEBEL CRM



## KEY FEATURES

- Intuitive User Interface embedded inside Siebel Contact Center
- Leverages Oracle's Contact Center Anywhere technology
- Integrated with Siebel eService applications
- Integrated with Siebel CTI
- Integrated with Siebel data objects (Contacts, Activities, and Service Requests)
- Integrated with eMail
- Integrated with Knowledge Base (Siebel Solutions)
- Integrated with Siebel indexed Search (Smart Search)
- Chat Dashboard
- URL Library
- Frequently Used Text
- Smart Share
- Application Workspace Persistence
- Chat Wrap-up
- Feature-rich Administration & Supervisor applications

*Chat On Demand for Siebel CRM is a customer contact channel whereby users in real-time can chat with, for example, a customer service representative if they encounter a problem, with a view to troubleshooting that problem and ultimately bringing that problem to a successful resolution.*

## Chat On Demand for Siebel CRM

For customers, the availability of a chat channel means a near-real time support experience even if live talking to an agent is not a viable option at a given time, for example, because queue wait times are high or because the voice channel is unavailable. Chat On Demand for Siebel CRM also gives customers more time to formulate their issue more clearly, which might explain why many customers choose to use chat, even if the support center offers a voice channel. For cost-cautious support centers, the chat channel means an effective and efficient channel for customer communication, because one agent can handle multiple customer interactions simultaneously. In Siebel CRM 8.1.1, Oracle delivers a robust and comprehensive chat channel to Siebel's existing multichannel footprint.

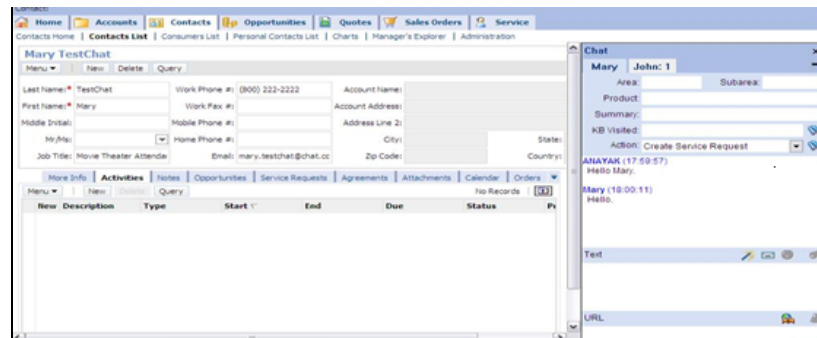
## Solution Overview

Chat On Demand for Siebel CRM 8.1.1 is tightly integrated with Siebel Contact Center and leverages many of its features and components, including:

- **CTI Communications Tool Bar** is enhanced to handle Chat as a new channel.
- **Service Requests** can be created automatically for incoming chat requests. Agents can also use Smart Actions drop down list item inside Chat Dashboard to create a new Service Request.
- **Customer dashboard** is aware of Chat channel. It displays appropriate information and indicates when customer information does not match Siebel database entry.
- **Siebel eService 8.1 (eSupport and eSales)** applications are pre-configured out-of-the-box to use Chat On Demand for Siebel CRM, including ability to connect to Siebel Knowledge base system (Solutions) and indexed search engine.
- **Chat On Demand for Siebel CRM leverages Oracle Contact Center Anywhere** technology to deliver advanced routing and queuing, agent skills ratings, telephony infrastructure, and secure communications.
- **Administrator and Supervisor applications** provide ability to effectively administer monitor and manage load real-time, and for generating sophisticated analytics.

## Features of Chat On Demand for Siebel CRM

Siebel delivers Chat by means of a rich ActiveX application embedded inside Siebel Contact Center Application. The user interface is intuitive and offers many intelligent features designed to empower agents to resolve customer issues quickly and effectively.



Figure

e 1: Siebel CRM Chat

### “Have You Tried This?”

Knowledge base documents reviewed by the customer before requesting chat are remembered. While customers wait in queue for chat, a targeted search is executed against the entire Knowledge base and articles not already reviewed by the customer are presented.

### Chat Dashboard

Extending the idea of the persistent customer dashboard in Siebel CRM, each Chat On Demand for Siebel CRM session has its own Chat Dashboard which contains chat request information and a drop down list of Smart Actions among other useful objects.

### Knowledge Base Articles Visited

Chat On Demand for Siebel CRM 8.1.1 remembers knowledge base articles reviewed in Siebel eService 8.1 before the customer requested to chat. This article list is visible to the agent from inside the Chat Dashboard.

### Frequently Used Text

A universal library of frequently used greetings, responses and other phrases are available to agents with a click of a button.

### Smart Search

By click of a button, agents execute full indexed search against the entire Siebel Knowledge base by using selected text of their chat transcript as search criteria.

### Smart Share

By click of a button, agents can share part or all of critical information with the customers.

- Share text highlighted inside any Siebel attribute
- Share case information by simply selecting a Service Request record
- Share resolution information by simply selecting a Solution record

### URL Push and URL Library

A universal library of important and useful URLs is available by click of a button. Agents can also type a URL manually inside a special text box. The Chat system pushes these URLs out to the customer and directly displays the content of the URL eliminating the need for the customer to manually copy and paste the URL in a browser window.

### Spell Checker

Chat On Demand for Siebel CRM integrates with Siebel’s standard spell checker allowing agents to check chat text for spelling errors before sending to a customer.

**Activity Capture and Wrap-Up**

An activity record is created for every incoming and transferring chat session. Chat wrap-up or disposition information can be captured within the Chat activity object.

**Multiple Simultaneous Chat Interactions**

Chat On Demand for Siebel CRM supports multiple simultaneous Chat sessions and provides features to make it easy for agents to manage and transfer chat sessions quickly.

**Chat Message Counter**

In multiple chat mode, chat sessions in the background keep track of all un-answered incoming chat messages by means of a message counter.

**Application Workspace Persistence**

Chat On Demand for Siebel CRM remembers the context (Screen, View) of every chat session that is put in the background. The entire Siebel Contact Center application switches context as the agent “tabs” between active chat sessions.

**Chat Transcripts and Email Integration**

Each chat session is recorded as a color coded transcript. This transcript is passed over at the time of chat transfer, is attached under the chat activity record and can be emailed automatically to the customer as an attachment at the end of the chat session.

**Summary of the Chat On Demand for Siebel CRM**

Chat On Demand for Siebel CRM is a robust communication channel which is tightly integrated with core Oracle technologies. Its intuitive user interface, advance routing capabilities, and effective utilities allow agents to resolve customer issues effectively and quickly.

A complete technology stack from a single vendor including customer-facing application option and multiple deployment options gives Oracle’s Chat On Demand for Siebel CRM a unique competitive advantage.

Available to customers in 3 models:

- Chat On Demand for Siebel CRM (Multi-Tenant)
- Chat On Demand for Siebel CRM (Single Tenant)
- Chat On Demand for Siebel CRM (@Customer)

To learn more, call 1.800.Oracle1 to speak to an Oracle representative or visit [oracle.com/applications/crm/siebel](http://oracle.com/applications/crm/siebel)

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