



Cisco Collaboration Integration with Siebel 2000

Overview

Interactive and collaborative e-commerce and Internet customer service solutions enable businesses to combine the personal value of human interaction with the information value of the Web—creating a powerful environment for driving increased sales, exceptional service, and customer satisfaction.

Cisco Systems and Siebel Systems have joined together to integrate Siebel 2000, Cisco Intelligent Contact Management (ICM) software and Cisco Collaboration Server (CCS) to deliver a multi-channel customer contact solution that adds Web collaboration capabilities to call centers. The solution helps transform geographically distributed call centers into a single virtual contact center and to provide customers with a choice of communication channels.

CCS provides “click-for-help” buttons on your Web site that enable customers to interact with contact center agents over the Web while conducting a voice conversation (public switched telephone network [PSTN] or voice over IP [VoIP]) or text chat. Contact center agents and callers can share Web pages (including personalized or dynamically generated pages), complete forms in a collaborative fashion, and share any Windows desktop application using nothing more than a Web browser. By facilitating effective, personalized assistance designed to greatly enhance the customer experience, CCS is an ideal solution for both sales-and service-oriented contact centers. Using Siebel 2000 and the Cisco computer telephony integration (CTI) Driver for Siebel eBusiness Applications, contact center agents have complete third-party call control functionality as well as screen pops of data to the Siebel desktop across the enterprise.

Cisco Intelligent Contact Management Solutions

The Cisco ICM software platform transforms a conventional call center enterprise into a multi-site, multi-channel contact center. Designed to expand the options for customer interaction, the Cisco platform enables a company to consolidate its Web, e-mail, and telephony channels into an integrated customer contact environment. Customers who need information beyond that which is provided on a corporate Web site can request immediate assistance from a contact center agent via the Web. These real-time Web requests are routed by Cisco ICM using the same business rules applied to contacts from a carrier network. Every request, with the accompanying customer profile data collected over the Web, is delivered to the most appropriate agent anywhere in the enterprise.

Siebel eBusiness Applications

Siebel 2000 eBusiness Applications provide an integrated family of sales, marketing, and customer service application software for field sales, customer service, telesales, telemarketing, field service, third-party resellers, and Internet-based business. Siebel 2000 is designed to meet the needs of small, medium, and large businesses.

Solution Benefits

- Brings the power of an enterprise-class collaboration and intelligent contact management platform together with Siebel 2000
- Delivers a uniquely rich set of data to business applications, providing enterprise-wide call-event and customer-profile information to the targeted agent's desktop for voice calls, collaboration, and chat requests
- Provides personalized service for customers, allowing them to select contact method, while increasing agent productivity and reducing costs
- Provides a location for configuring routing of all collaboration, chat, and voice customer contacts, thereby improving routing accuracy, agent utilization, and customer satisfaction ("the right resource the first time")
- Enables seamless transition between self-service and agent-assisted service; customers do not have to leave Web site to ask for help
- Works in a heterogeneous environment and is configurable for single-site, multi-site, or network environments

Solution Features

- Complete integration of Cisco Collaboration Server, Cisco ICM, and Siebel 2000 Call Center to provide enterprise-wide, third-party call control and screen pops of Siebel 2000 for chat, collaboration, and voice requests
- Centralized command and control over operations and consistent performance standards
- Multi-channel queuing and routing, enabling Cisco ICM routing decisions to be made based on pre-existing Siebel customer relationship management (CRM) customer profiles
- Coordinated voice/data/collaboration transfer within contact centers
- Multiple customer contact options (chat, Web, voice)
- "Click for help/Contact me now" buttons integrated with Siebel.COM self-service applications
- Consolidated, enterprise-wide reporting; Siebel customer profile contains contact history for all channels
- Open, scalable architecture that protects both existing and future infrastructure investments

Solution Capabilities

The Cisco/Siebel solution eliminates contact channel silos within the enterprise by providing a central control point for managing customer interaction. Users implement a single set of business rules that uniformly addresses customer needs regardless of channel, and they benefit from consolidated reporting across heterogeneous, geographically dispersed resources.

Media-Blended Agents

Cisco ICM extends skills-based routing to encompass agent media capabilities. An agent may be defined on the Cisco ICM platform as capable of voice and/or Web media. Because a customer contact can be routed to an agent based on media capability as well as skill, Web-originated contacts can be delivered only to agents with Web capability.

Multi-Channel Queuing and Routing

The Cisco ICM software platform can manage contacts from a variety of media. Upon the arrival of each Web contact, the Cisco platform makes an intelligent agent selection. Internet requests benefit from the same contact-routing logic that Cisco ICM uses when pre-routing contacts from the PSTN. A routing decision is made for each contact before it is sent to a contact center resource, enabling the Cisco platform to effectively segment customers, balance calls across the enterprise, and deliver each contact to the best enterprise resource.

Screen Pops

Cisco ICM enables customer-entered Web form data to be delivered to the agent's desktop. Moreover, the CTI capability of Cisco ICM makes available additional customer or transaction-specific information obtained from CRM packages to screen-pop applications.

Consolidated, Enterprise-Wide Reporting

All contacts within the enterprise, including voice and Web, are reported by the Cisco ICM software platform. The Cisco solution enables enterprise-wide, normalized collection of real-time and historical data necessary for mission-critical contact center reporting. An open software architecture allows for the consolidation of timely and accurate information from Web servers, carrier networks, automatic call distributors (ACDs), interactive voice response (IVR) systems, databases, business applications, individual agent desktops, and other resources, creating a complete view of the contact center enterprise. Data relative to individual agents can also be collected, eliminating the need to gather this information from individual switches while providing users with increased reporting flexibility and a comprehensive picture of agent activity.

Scalability

Cisco ICM is based on an enterprise-wide architecture (as opposed to a nodal or single-site architecture) that readily scales to support multiple contact centers. If your company's use of the Cisco ICM platform expands to additional locations, the system is fundamentally designed to accommodate your changing environment while protecting your initial investment.

Enriching the Siebel Desktop

Cisco ICM enhances Siebel database lookup by enriching agent screen-pops with enterprise CTI information gathered from carrier networks, the Internet, telephony devices, business applications, and other sources. Data elements can include dialed number (DN), calling line ID (CLID), customer-entered digits (CED), details submitted on a Web form, and information extracted from corporate databases or created as a result of contact routing, voice processing, and agent transactions. For every interaction, Cisco ICM routes customer-profile and call-detail information to the targeted Siebel desktop when and where the contact is delivered.

Coordinated Voice and Screen Data Transfer across the Enterprise

If a contact requires re-routing, Cisco ICM intelligently selects the best agent anywhere in the enterprise to handle the transaction and sends the data to the targeted desktop thereby enabling the Siebel screen pop. This coordinated transfer is maintained even across heterogeneous equipment throughout the life of the contact—from agent to agent and site to site. The result is an enterprise-enabled Siebel environment that personalizes customer service and enhances productivity through increased first-call resolution.

Enterprise-Class Collaboration

The Cisco solution is a standards-based, distributed, Web-centric architecture that provides the following advantages:

- *Ultra-lightweight, browser-based thin clients*—No downloads or installations required for customers or agents
- *Browser support*—Works with Web browsers on standard operating systems

- *Firewall-friendly*—Works with all standard firewall and proxy server configurations
- *Secure communication*—Provides complete end-to-end security using industry-standard secure socket layer (SSL) encryption

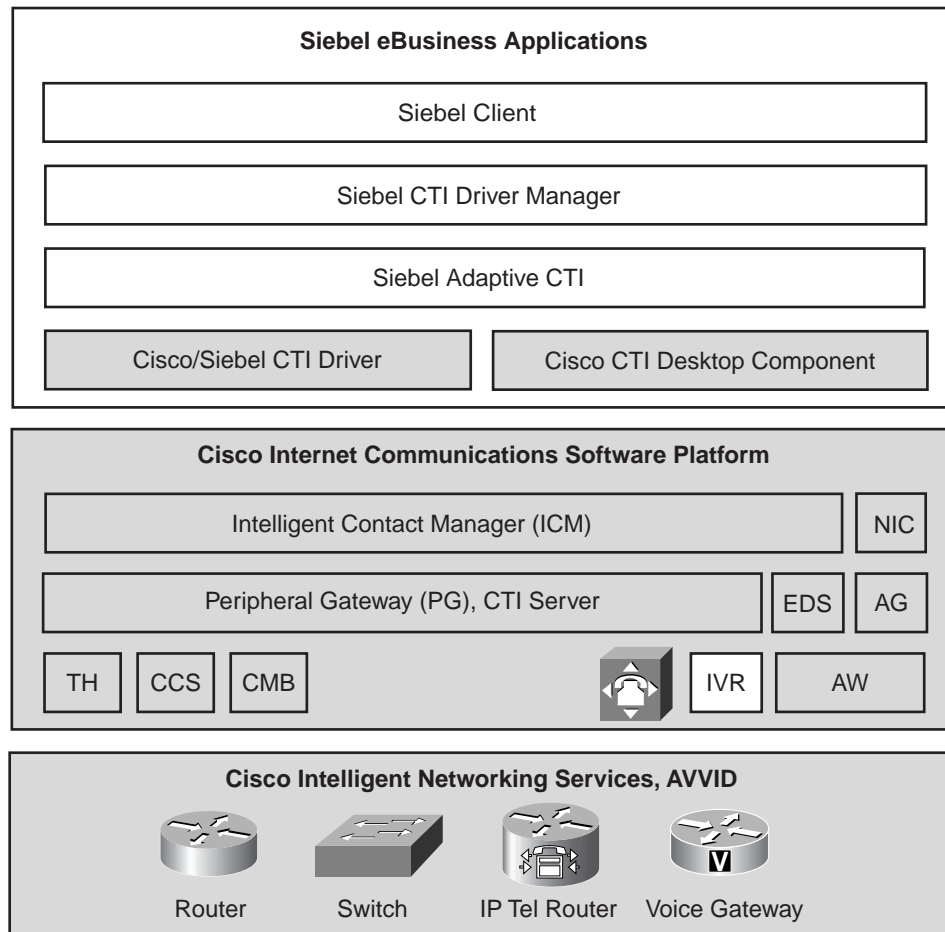
Cisco Collaboration Server provides the following collaboration features:

- *Page sharing*—In this mode, an agent or a customer can “push” a specific Web page for the other party to view. These can be static, previously developed pages or dynamic pages created specifically for the current session using customer-specific data.
- *Follow-me browsing*—When this mode is activated, every page viewed by an agent or a customer is visible to the other party. A series of pages can be viewed without having to “push” each page separately.
- *FormShare*—This feature allows the sharing of standard Web-based forms; this feature is useful when completing mortgage, insurance, or other applications. An agent can assist the customer in completing the form and avoid delays due to incorrect data entry.
- *Real-time application demo and sharing*—This feature allows an agent to demonstrate to a customer an application that resides only on the agent’s desktop. For instance, this capability is useful for demonstrating software products and applications.
- *Collaborative white-boarding*—In this mode, the customer and agent can interactively use a white board to draw network, computer aided design (CAD), or other architectural diagrams and collaborate in a live manner.
- *Text chat*—Instead of talking over the phone, the agent and customer can communicate via text chat. This feature is useful particularly when the customer has only a single line that is used for the Internet connection.
- *FrameShare*—This feature allows customers and agents to share frame-based Web pages.

Integration Architecture

Each Siebel Client runs the Siebel eBusiness Application, the Cisco/Siebel CTI Driver, the Cisco ICM CTI Desktop, and a Web browser for the Cisco Collaboration agent interface. The Cisco/Siebel CTI driver interfaces the Cisco ICM CTI Server software with Siebel 2000 via the Siebel Adaptive application programming interface (API), providing the Siebel Client with enterprise-wide customer contact data and a complete set of telephony capabilities. CCS interfaces with Cisco ICM via Cisco Trailhead (TH) and the Web Peripheral Gateway (Web PG) and with the CTI server via Cisco Media Blender (CMB). The joint solution delivers coordinated voice/data transfer across the enterprise and enriched agent screen pops. Cisco ICM/Siebel integration offers benefits to both the contact center and the customer by improving agent productivity, enhancing customer interactions, and increasing customer satisfaction and loyalty. (See Figure 1)

Figure 1 Cisco/Siebel 2000 reference architecture. The customer facing application is provided by Siebel Systems (top layer—white). Networking infrastructure (bottom layer—gray), communications infrastructure (middle layer—gray), and client integration components (Cisco/Siebel CTI Driver and Cisco CTI Desktop Component) are provided by Cisco Systems.



The Cisco ICM Web Option–Siebel 2000 Call Center implementation can be single-site or multi-site and requires the components listed in Table 1.

Table 1 Components required in Cisco ICM Web Option–Siebel 2000 Call Center Implementation

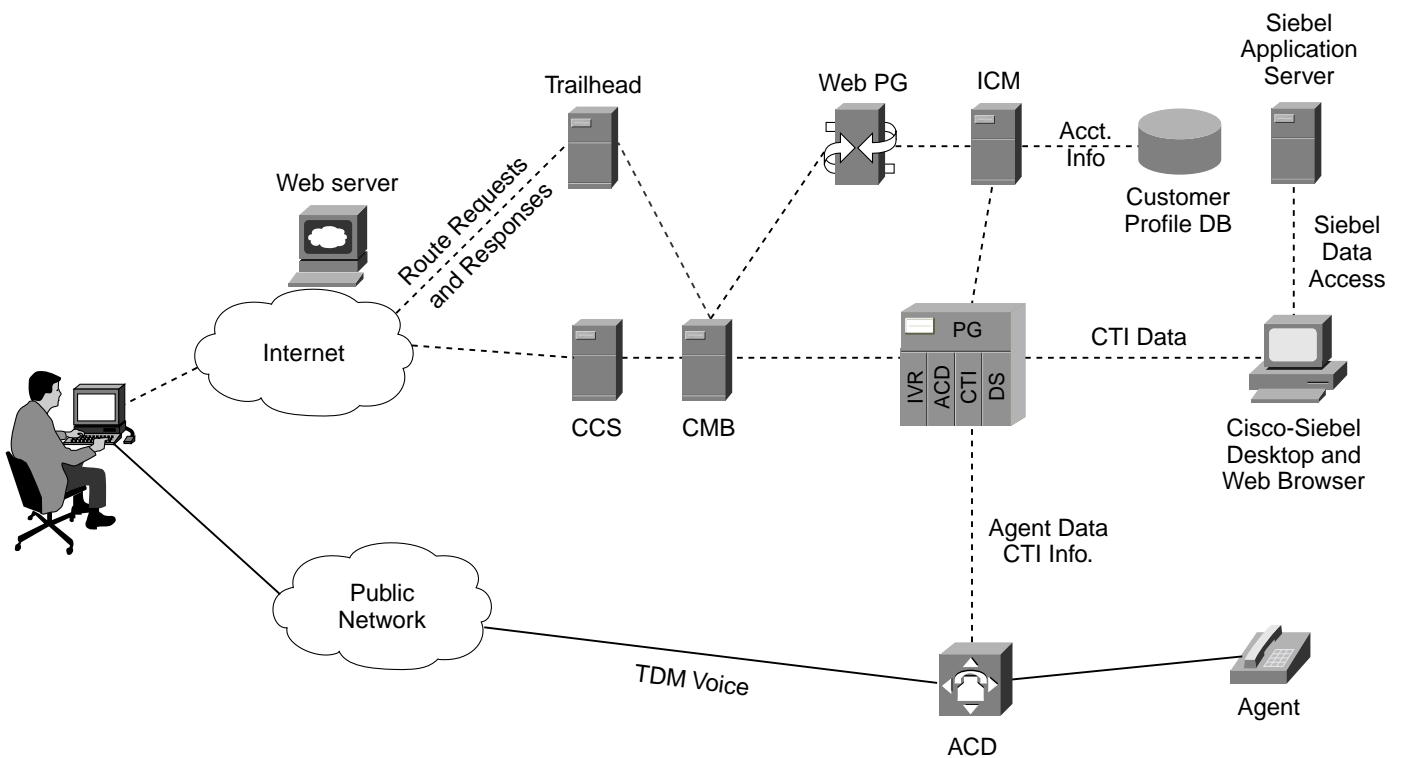
Cisco Components	Siebel Components
Cisco ICM	Siebel 2000 Call Center
CTI Server	Siebel 2000 Adaptive CTI
Peripheral Gateway (PG)	
Application Gateway (AG)	
Admin Workstation (AW)	
Cisco/Siebel CTI Driver	
Cisco/Siebel Enterprise Datastore (EDS)	
Cisco Collaboration Server 3.02/4.0 (CCS)	
Cisco Trailhead 3.1 (CTH)	
Cisco Media Blender 4.0 (CMB)	

Call Flow

Cisco ICM software enhances voice contact with Web-based visual interaction. An enterprise can implement customer interactions via any of the following scenarios:

- *Callback with Collaboration*—The customer, who has an Internet line and a separate phone line, makes a callback request by completing a Web form and clicking the “Contact Me Now” button on a Web page. With two lines, the caller can simultaneously talk to the agent and participate in visual Web collaboration. (See call flow illustrated in Figure 2)
- *Chat with Collaboration*—The customer has a single line that is used for the Internet connection. In this scenario, the customer can engage in a text chat and visual Web collaboration session with an agent in lieu of voice communication.
- *Callback Only*—The customer has a single phone line, which is used initially for the Internet connection, then for the voice callback. There is no visual Web collaboration between the parties.
- *Delayed Callback*—The customer has a single phone line; it is used initially for the Internet connection, then for the voice callback, which is made on a time specified by the customer. There is no visual Web collaboration between the parties.

Figure 2 Callflow for *Callback with Collaboration*. Diagram shows a single-site deployment. The PGs are shown residing on the same physical server.



1. While navigating a web site a Customer clicks a “Talk to us Now” button to ask for assistance. The Trailhead server (TH) receives the request and serves a Contact Me form to the customer's browser.
2. The Customer completes the form providing requested data (name, account number, reason for contacting the company, etc.) and submits the request.

3. The ICM receives the route request via the Web PG and executes a Routing Script based on the contact type and information supplied by the Customer. The Script returns a route decision which specifies the Contact Center and Agent Skill Group that the request should be routed to.
4. The Customer's browser loads a web page that reads something like "Thank You for interest. We will call you at xxx-yyy-zzzz shortly". The customer's browser is redirected to the CCS that corresponds to the route selected by the ICM.
5. The CCS receives the new session request and serves the Caller Control Pabel (a Java Applet) to the Customer's browser. The collaboration session starts and CCS requests an Agent from the CMB.
6. The CMB at the Call Center retrieves the new session request from the CCS and queues it on the ACD for the by ICM selected skill group. Simultaneously, CMB passes the collected Web form data to the Siebel 2000 Call Center via the Cisco-Siebel CTI Driver.
7. When an agent become available the ACD assigns the call (web request). The call can be set up to be answered either manually or automatically.
8. The selected Agent receives a Siebel screen pop with the customer data. The screen pop can occur either before or after the agent has answered the call.
9. The ACD places a call to the customer. The Customer answers and begins talking to the agent.
10. The Collaboration Server receives the assigned Agent information from the ACD via the CMB and assigns the CCS session to the selected agent. With the browsers synchronized and voice contact established, customer and agent engage in a visual collaborative browsing session.

Availability

The Cisco Collaboration/Siebel 2000 contact center solution requires Cisco ICM Version 4.1 or later, Cisco CTI Desktop Version 4.1.7 or later, Cisco ICM Web Option (Cisco Media Blender, Cisco Trailhead, Web PG), Cisco Collaboration Server 4.0, and Cisco/Siebel CTI Driver. All of these components are currently available and licensed through Cisco Systems.

The Cisco Collaboration/Siebel 2000 Call Center solution has been validated with the Lucent Definity G3, Aspect CallCenter, Nortel Meridian, Nortel Symposium, and NEC ACDs.

Additional Resources

To learn more about Cisco contact center solutions, including Cisco ICM, please visit http://www.cisco.com/warp/public/180/prod_plat/cust_cont/.

To learn more about Siebel Call Center Applications please visit http://www.siebel.com/products-solutions/CallCenter_index.html.



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