

Gplus Adapter for Siebel CRM

Deliver superior multi-channel customer experiences with an out-of-the-box integration between Genesys and Oracle Siebel CRM systems

Benefits

- Fully interoperable with your existing Oracle Siebel CRM system
- Consistent multichannel experiences
- Personalized customer service
- Complete customer information at a glance
- Lower total cost of ownership
- Faster time to deployment
- Reduced interaction times
- Decreased number of transfers
- Improved FCR
- Enhanced workflow efficiencies

Due to a growing digital influence, customers are rapidly turning to communication channels beyond traditional voice. To provide superior customer service, your contact center must be prepared to deliver a consistent, multichannel customer experience.

Genesys empowers you to serve your customers quickly and efficiently with the Gplus Adapter for Siebel, a pre-packaged integration between the Genesys platform and Oracle Siebel CRM service and marketing applications. The Gplus Adapter is a critical component that helps provide your sales and service staff with a unified agent desktop and complete customer information within the Siebel interface, enabling personalized service across multiple channels.

Supported by Genesys and Oracle, the Gplus Adapter for Siebel uses standard Siebel tools and interfaces to ensure consistency, speed, and reliability in deployment while reducing customization costs.

Deliver superior customer experience

Resolve common customer experience pitfalls such as long queue times and multiple transfers with the Gplus Adapter. Using Genesys real-time orchestration, intelligently prioritize and route every multimedia interaction to the best available agent, and utilize Genesys Enterprise Workload Management to forward tasks to the appropriate departments.

Through the combined power of Genesys and Siebel CRM software, customer records are conveniently attached to every interaction, enabling service and sales staff to create a consistent customer experience across multiple channels. Screen pops of relevant customer information provide complete context of the existing relationship and allow the agent to

conduct relevant, personalized conversations with each customer. With efficient, real-time routing and personalized service, you can provide your customers with a superior experience, resulting in shorter handling times, fewer transfers, and increased efficiency of operations.

Improve productivity with intelligent multimedia routing

Through the use of Genesys routing capabilities, ensure the most critical items are handled first. Interactions are prioritized in real time and matched and assigned to the best agents or back-office workers based on customer profiles, class of service, history, and needs. Agents can handle up to six concurrent interactions, increasing agent productivity.

The Gplus Adapter for Siebel provides blended media routing of voice calls, emails, web chats, and work items. Genesys Chat is fully supported within the Siebel web chat agent interface, providing agent controls such as Accept, Reject, Transfer Chat, End Chat, etc. Agents are able to switch effortlessly between chat sessions and can record, save, and email transcripts from each conversation.

Reduce costs of service

Eliminate additional agent training with a unified agent desktop that integrates multiple interaction channels within the familiar Siebel CRM interface. Within a single desktop, agents can now handle interactions across all media types for service, sales, and marketing. By having access to a 360-degree view of the customer, agents are able to achieve better first contact resolution (FCR) and provide customers with a seamless experience.

Technical requirements

Supported Siebel applications

- Siebel 7.7, 7.8, 8.0, 8.1, 8.1.1, 8.2.4 (SIA/SEA), IP2013/IP2014/IP2015

Supported platforms

- Windows 2008 and 2012
- Solaris 9, 10, and 11 (v8.0.2)
- AIX 5.1, 5.2, 5.3, 6.1, and 7.1
- Red Hat Enterprise Linux 5, 6, and 7
- VMWare
- Microsoft 2012 Hyper-V (v8.0.2)

Voice

- Inbound Voice
- Outbound Voice
- Web Callback

Multimedia

- Genesys Email
- Genesys Chat

Genesys Enterprise Workload Management

- Siebel Email
- Siebel Work Items

Key Features

- Unified agent desktop
- Multichannel routing capabilities
- Real-time delivery of interactions based on customer profiles
- Seamless integration of back-office interactions
- 360-degree view of the customer
- Screen pops of relevant customer information
- Outbound campaign management
- Integrated real-time statistics
- Support for Genesys SIP Business Continuity
- Support for Siebel web chat agent interface

ABOUT GENESYS

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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