



Syntellect PhoneLink for Siebel

PRODUCT BRIEF

PHONELINK CAPABILITIES

- Screen Pop – delivers call details and/or the customer's history to the agent along with the call so that they can personalize the customer interaction and resolve the issue more quickly.
- Click-to-Dial – reduces wasted time and errors by calling customers directly from within a Siebel contact.
- Coordinated Call and Data Transfer - enables notes attached to a call record by one agent to be used by other agents when the call is transferred to them, enabling seamless support by more than one agent during a single interaction.

Syntellect PhoneLink™ for Siebel is a CTI application that increases the efficiency of your Customer Service Representatives (CSRs, Agents) by integrating the telephony features and functionalities with the Agent's Customer Relationship Management (CRM) screen. This enables features like Screen Pop and Click-to-Dial to the contact centers in organizations using the Siebel CRM software.

Many organizations today are taking advantage of CTI software to improve the operations of their contact center, improve customer loyalty, and/or generate additional revenue.

IMPROVED OPERATIONS

Syntellect PhoneLink software can reduce call time by 10-20 seconds per call simply by providing customer information to an agent's desktop as they simultaneously receive a customer call. Using Syntellect PhoneLink you can instantly retrieve and screen-pop customer related information to the agent's desktop as the call arrives to the agent. Receiving customer details on your screen at the same moment you receive the incoming call means you are able to give a better and more immediate response to the customer, driving towards a first call resolution for every customer. Automatically seeing key details about the customer, such as notes from previous conversations or order history, means your staff can offer a more personalized service.

Cooperation between Agents also improves using Syntellect PhoneLink for Siebel. Information about the caller travels with consultative calls or conference calls, allowing the second agent to see the same information the first agent reviews, increasing agent productivity and customer satisfaction.



Syntellect PhoneLink's Click-to-Dial capability means telephony functions are integrated into the Siebel application allowing agents to more quickly make outbound calls. Dialing out automatically with a single mouse click from the PhoneLink application on your computer saves time and is more accurate, so if you make a lot of outgoing phone calls, the cumulative time lost to wrong numbers can be substantial and may be avoided.

With faster call processing, organizations are able to achieve first call resolution for all customers and reduce the need to hire additional agents to handle higher call volumes.

BUILD CUSTOMER LOYALTY THROUGH PERSONALIZATION

Syntellect PhoneLink for Siebel snaps right into your Siebel IT infrastructure, allowing your agent to take advantage of the customer history you have about the call, providing the agents with a 360 degree view of the customer. Armed with this information, agents can personalize their interaction with the customer, respond more precisely to customer inquiries and can resolve customer issues on a single call. With responsive and knowledgeable service representatives, your organization will stand out from the crowd and build long-lasting relationships with customers.

Ultimately, a satisfied customer leads to Customer Retention, which enables your company to grow existing business.

EMPOWER YOUR SERVICES AND SUPPORT TEAMS TO GENERATE ADDITIONAL REVENUE

Many organizations today are taking advantage of CTI software to build proactive, revenue-generating processes. For example, Screen Pops can be used to suggest cross selling strategies and Click-to-Dial can be used to drive outbound lead generation programs.

ABOUT SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high- technology, help desk, consumer products and healthcare industries.

THE WORLD'S MARKET LEADER IN CTI

Syntellect PhoneLink enables Oracle customers to significantly enhance their Siebel CRM software by adding CTI capabilities through an integration with Syntellect CT Connect™, the world's leading CTI software.

Today, Syntellect CT Connect routes calls to more than one million agents worldwide and provides the most robust and reliable CTI solution on the market providing support for all of the leading PBX, Automatic Call Distribution (ACD) and IP communication environments. In addition, Syntellect CT Connect is based on industry standards, such as SIP and CSTA, which enables application developers and systems integrators to add CTI capabilities to voice self-service, contact center and unified communications solutions at dramatically lower cost than ever before. Now more than ever, CTI capabilities are within your reach.



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