

# Oracle CCA Deployment & Siebel - CCA Integration Extreme Networks



## Company Background

Extreme Networks® of Santa Clara, California, designs, builds, and installs sophisticated Ethernet solutions that meet the toughest challenges in network connectivity and IP-based communications. Since its foundation in 1996, Extreme Networks has delivered more than 15 million Ethernet ports and has established a presence in more than 50 countries.

The company serves a wide range of customers with wired and wireless network infrastructures — from corporate enterprises such as manufacturers, retailers, financial institutions, utilities, and healthcare organizations to large universities and K-12 school districts as well as federal and local governments worldwide.

To complement its products, Extreme Networks provides a complete portfolio of professional services as well as technical assistance on a 24x7 basis worldwide.

## Project Background

Extreme Networks had a manual service interaction process before the new CCA-based solution was implemented. Customers would call into their regional call centers, and calls would be routed based on agent availability. There was a limited IVR capability that collected customers' asset information. Once a call was established with an agent, the agent would verify warranty and entitlement before further servicing the customer. This manual process presented several key challenges:

- Inconsistent service experience for customers
- Lack of service insights (service and product or asset trends) due to a lack of call tracking and interaction history management
- Longer call handling times
- Inability to measure agent performance
- Lack of service quality measurement

Extreme Networks decided to integrate its existing CRM application (Siebel 8.0) with its telephony infrastructure to automate the call handling process. However, they had a technical challenge in connecting the CRM system with the Avaya telephony platform.

## COMPANY PROFILE

- Industry: Hi-Tech
- Annual Revenue: \$80 million
- Employees: 730
- Total # of Agents: 60
- Call Centers:
  - US (Santa Clara - CA, & Research Triangle Park – NC)
  - Netherlands
  - Japan

## BUSINESS CHALLENGES

- Provide a consistent service experience across three global regions
- Automate interaction management within Siebel
- Monitor agents and interactions at run-time
- Assess call quality
- Implement warranty- and entitlement-driven SLA compliance

Extreme Networks selected Oracle CCA for many reasons:

- Oracle CCA provided a single vendor solution (CRM + Call Center Platform)
- A single Oracle solution would be significantly less expensive and future-proof integration costs as the company grew.
- None of the competitors had an end-to-end solution for both Contact Center and CRM.
- Oracle CCA provided a network-based overlay solution that provided unified management of the regional pool of agents.

## Serene Solution

The key challenge for the Serene team was to connect Oracle CCA with the existing Avaya infrastructure. Serene worked with Extreme's telecom team to establish connectivity on a sandbox within the first two weeks of engagement while working with Extreme's business and IT teams to finalize requirements and IVR call flows.

Serene worked with the business team to assess the use cases and developed call flows based on them. These call flows were then used to design IVR flows. The combination of business call flows and IVR flows resulted in the call center functional design with each unique use case mapping to a screenpop in Siebel and a corresponding set of call data processed as part of the IVR flow. This unique three-point design technique ensured that the solution incorporated all possible call scenarios.

Serene provided hardware and a network design template based on the requirements of Extreme's agents as well as call volume. The installation, setup, and configuration of the CCA platform was done within six weeks while the Siebel screenpop flows were being designed. The Siebel side solution included a unique feature: linking the CCA call recording to the call activity/log record created within Siebel for the recorded call. This allowed Siebel supervisors to listen to the recorded call while reviewing the service history.

Serene's designed IVR flows with data dips into the Siebel database to check warranty and entitlement information, allowing calls to be routed based on SLAs. The enhanced SLA-compliance built into IVR ensured appropriate screenpops designed in Siebel and improved overall service efficiency.

Serene's team included four key consultants:

1. Project Manager / Call Center and Service Industry Expert
2. Oracle CCA Technical Architect
3. Siebel CTI Architect
4. Siebel Developer

## SERENE SOLUTION

- CRM Integration: Siebel
- Interaction Channels: Voice
- Telephony Platform: Avaya
- Linux-based CCA 8.1.3 Deployment
- CCA Connected with Avaya for call delivery via H.323
- CCA integrated with Siebel 8.0 for Screenpops
- Automated Call Tracking (Activity) within Siebel
- Fully Automated Warranty & Entitlement based IVR Call Flow Design
- Call Recording Enablement within CCA
- Call Recording Access through Siebel-CCA Call Recording Link
- CCA Dashboard & Reports Configuration

## SERENE BENEFITS

- Core CCA Expertise Across Platform
- Strong Siebel CRM as well as Siebel CTI Expertise
- Deep Knowledge of Call Center & Services Business
- Adherence to Best Practices
- Under-budget & Faster Solution Delivery
  - Proposed Timeline: 13 Weeks
  - Actual Delivery Timeline: 11 Weeks



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