

Oracle Certifies Serene to Deliver CCA/CCOD Solutions



Oracle has certified Serene to deliver multi-channel integration solutions using Oracle's Contact Center Anywhere (CCA) & Contact Center OnDemand (CCOD) products. With expertise on Oracle's CCA and CCOD, Serene is fully enabled to deliver channel integrations including Voice, eMail, and Chat, to both Siebel On-Premise as well as CRM OnDemand customers.

Serene Corporation, a leading systems integrator and global IT consulting firm with extensive Siebel CRM experience provides a unique combination of CRM, Contact Center, and CTI expertise to deliver effective CTI-enabled Contact Center solutions.

Serene's Contact Center specialists have more than 10 years of Contact Center Application experience and have deep knowledge in Contact Center industry. Having reviewed over 50 Siebel Contact Centers for Best Practices – which include some of the largest Contact Centers in CRM space (> 5000 seats) - our Contact Center team brings wealth of experience to our customers. We focus on providing right solutions to our customers tailored to their needs, in the shortest time-to-market.

Serene's CCA/CCOD Expertise

Serene's CCA architects are skilled in deploying Oracle CCA/CCOD integrations for inbound/outbound TDM/SIP-enabled multi-channel, multi-site contact center solutions. This includes ACD, skills-based routing, CTI, IVR, unified messaging, e-mail response management, Web chat, Web collaboration, Web call back, QM, and recording.

Serene has a dedicated team of experts on the new CCA/CCOD products and also have implemented CCOD solutions (voice, email) for CRM OnDemand customers. Our experts have also been trained on CCA integration with Siebel (Virtual CTI Connector) to deliver Voice as well as the new Siebel 8.1.1 Chat solutions to traditional Siebel On-Premise customers.

Serene's CCA expertise include:

- ▶ CCA Installation, Setup, and Configuration
- ▶ CCA's Multi-channel ACD Configuration with Skill-based Routing Profiles
- ▶ CCA's IVR setup & configuration
- ▶ CCA integration with Siebel On-Premise for Siebel CTI and Siebel Chat products
- ▶ Call Recording and integrating recordings within Siebel
- ▶ Report Customization & Telephony Analytics Integrations

Furthermore, our deep expertise in Siebel Call Center space ensures that we provide an 'end-to-end' Call Center solution for specific customer requirements such as universal queuing using CCA's routing engine as well as the new Siebel 8.1.1 Chat integration (based on CCA Chat) and Siebel-CCA connector for Voice to enable 'remote agent' features with the use of traditional Siebel Call Center application.

Serene's Contact Center Offerings

- Contact Center Design & Implementations
- Contact Center Platform Integrations (IVRs, Dialers, Middleware)
- Contact Center Testing & Performance Tuning
- Contact Center Telephony Analytics
- Contact Center Optimization

Serene's CCA Expertise

- CCA Installation, & Setup
- Multi-channel ACD Configuration & skill-based routing
- IVR Setup & Integration
- Call Recording Integration with Siebel
- Siebel 8.1.1 Chat Integration
- Siebel – CCA Integration: Virtual CTI Connector
- CCA Reporting
- Integration with Siebel 8.1.1 Contact Center Telephony Analytics

Serene's Benefits

- Extensive, Cross-Industry Experience in Contact Center Space
- Experience with both CTI Technology & Platforms, as well as Siebel (OnPremise & CRM OnDemand)
- Strategic Partnerships in Contact Center Space with CTI Platform, Applications, and Optimization Vendors
- Provide Methodology
- Value-added Services to deliver guaranteed results

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About Oracle CCA

Oracle Contact Center Anywhere (CCA), is an all-in-one system for multidimensional routing of Voice, Chat, E-mail, Fax and Web callback requests. CCA was “born” integrated by design, with its own IVR, Web collaboration, conferencing, recording, CTI and predictive/preview dialing that supports blended I/O environments and offers powerful remote agent features.

Unlike legacy ACDs, which were based on proprietary hardware—Oracle Contact Center Anywhere uses standards-based servers.



CCA is designed for ease of deployment, management and administration with a single, browser-based, menu-driven, tool set. These features will make it much easier for you to manage your call center environment than in the past. The multi-tenancy features will empower you to also deploy multiple, disparate call centers on a “single system” infrastructure.

Oracle’s Contact Center Anywhere is platform independent and supports SIP, H.323 and circuit-switched telephony. It can be deployed as a stand-alone solution, or be overlaid on existing infrastructure to retain investment value, while using its scalability for expansion and transition to VoIP.

CCA Key Benefits

- ▶ Single Vendor Solution—allowing for a true, 360-degree view of the constituent.
- ▶ The CCA platform supports SIP, H.323 and PSTN-based platforms allowing customers to integrate CCA with legacy infrastructures.
- ▶ Agent/Supervisor integrated messaging
- ▶ Easy provisioning & Administration
- ▶ Agent Independence through ‘Agents Anywhere’ – Support for ‘@Home’ Agents
- ▶ Call Recording and Monitoring
- ▶ Enhanced Call Statistics & Agent/Interaction History Reporting
- ▶ Easy Integration to Siebel’s new Contact Center Telephony Analytics Dashboards
- ▶ Pre-built integration with Siebel On-Premise and Siebel CRM On Demand to deliver full CRM Call Center Capabilities

Why Serene?

- ✓ Oracle Certified CCA Implementation Partner
- ✓ Unique Combination of strong CTI, Call Center, Siebel (On-Premise & CRM OnDemand), and CCA/CCOD implementation Expertise
- ✓ Successful Track Record in both Siebel CRM and CRM On Demand space
- ✓ Unparalleled expertise in CTI integration space with deep knowledge on latest Siebel 8.1.1 Chat as well as Virtual CTI Connector (Siebel-CCA Voice Integration)

Serene’s Contact Center Expertise

Contact Center & Service

Applications

- ORACLE’S Siebel CRM: Contact Center & Service Applications
- ORACLE’S Siebel Self-Service
- ORACLE Real-time Decisions
- ORACLE Contact Center Telephony Analytics
- Siebel 8.1.1 Chat

Contact Center Middleware /

Platforms

- ORACLE Contact Center Anywhere (CCA) & Contact Center OnDemand (CCOD) for Siebel
- SYNTELLECT PhoneLink for Siebel
- GENESYS Voice Platform & G+ Adapter for Siebel

Contact Center & Service

Optimization

- ORACLE Real-time Scheduler (ORS) for Siebel
- INQUIRA Intelligent Search & Knowledge Manager for Siebel Contact Center
- KNOA App Tracker & EPM for Siebel Contact Center Performance Optimization
- Business Process Re-Engineering: Contact Center Agent Desktop Aggregation/Consolation



Serene Corporate Headquarters

3211 Scott Blvd, Suite# 201
Santa Clara, CA 95054

Tel: (408) 986-8544

Fax: (408) 884-2231

info@serenecorp.com

sales@serenecorp.com

Serene Offshore Development Center

5th Floor Kumar Business Center
Opposite Bund Garden
Bund Garden Road
Pune-411001 India
Tel: +91-20-26050993