

# SECURITY PROVIDER DIALS UP CUSTOMER SUPPORT WITH INTEGRATED TELEPHONY SOLUTION



## Background

The client is a leading provider of security solutions for homes and businesses through 23 global brands. As a \$2 billion provider of security solutions for homes and businesses, they employ more than 8,000 people and sell products in more than 120 countries around the world. The client specializes in security around the doorway and beyond, everything from

residential and commercial locks, door closers and exit devices, steel doors and frames, to access control and workforce productivity systems.

The client partnered with Estuate to extend inContact call center Agent Console voice communication features into their Oracle Siebel CRM solution for a comprehensive call center, enabling the company to provide a better service to customers and retain them.

## Business Challenge

The client's contact center was facing an ever-increasing set of challenges that were getting in the way of cost effectively and consistently delivering great customer experiences. There was also a drive to boost contact center agent service request productivity. The client had adopted Siebel as its CRM system, and agents needed to touch upon many aspects of CRM during interaction with their customers. A service request call could often connect to many entities within the CRM solution, including customer history, opportunities and/or cases, contacts and/or leads.

The client needed extensive support to handle these significant and elaborate CRM relationships around the group of CRM entities that relate to the call-handling process. They needed integration between Oracle Siebel CRM and the inContact Call Center Application to ensure that call-related CRM entities are linked and recorded within the CRM system to provide a complete 360° historical Screen POP Solution for all their voice-handling activities and associated CRM workflows.

## The Estuate Solution

Estuate offered a full suite of Computer Telephony Integration (CTI) solutions for the client's contact center requirements. The solution was tailored to match with the client's needs, a custom integration option that met the client's specific requirements. Highlights of the solution include:

- ⦿ An intuitive user interface that minimizes screen switching and other unproductive actions.
- ⦿ Empowered Computer Telephony Integration (CTI) functionality in the Siebel CRM desktop, including agent login, work mode, caller identification, and screen population.
- ⦿ Historical 360° view of caller information with CTI screen pops.
- ⦿ In-app calling capabilities that allows agents to place, receive, and transfer customer interactions with a complete, real-time access to Siebel customer data.
- ⦿ Scalability - the solution supports up to 150 simultaneous users.
- ⦿ Enhanced call routing capabilities based on the business rules and customer data residing in Siebel to ensure that the right customer reaches the right agent at the right time.
- ⦿ Oracle Certified and Validated Integration (OVI).

## Business Impact

Estuate's inContact-Siebel CTI solution works seamlessly in the client's contact center environment. This solution:

- ⦿ Delivers a seamless customer experience.
- ⦿ Reduces wasted time and errors by calling customers directly from within a Siebel contact.
- ⦿ Increases agent productivity and lowered cost.
- ⦿ Automates routine processes to improve efficiencies.
- ⦿ Reduces the agent training time and costs.

*"The same product was earlier designed and delivered to us by another vendor. But it did not perform effectively. We ended up not using the product. Then we approached Estuate with the same requirements. The second version developed by Estuate not only met the expectations but exceeded wherever performance and management was concerned. We have found a real partner in Estuate for all our CRM solutions. "*

**Director of Electronics Product Support**

## Get Started Today

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