Genesys Interaction Workspace Connector for Siebel

Today, companies expect their customer service solutions to integrate into their CRM systems without expensive customization work. They require seamless integration that gives their contact center full visibility into customer data contained in Siebel, without extensive effort and cost. Yet, their own internal structure can make this difficult, since CTI and Siebel solutions are typically managed by two different teams and cost centers.

The Genesys Interaction Workspace (iWS) Connector eliminates the extensive Siebel work usually required to customize the connection between the CRM and contact center. Keeping as much of the customization as possible within the iWS Connector’s scripting module reduces the total cost of the integration and allows the business to maintain control in Genesys instead of in the CRM.

The iWS Connector makes CRM a service for the contact center, allowing the CRM to control the external toolbar and iWS to control Siebel. With the iWS Connector, caller data from the CRM is attached to service and sales calls in real time, so agents have the information they need to efficiently provide first call resolution.

As part of the Genesys Professional Services asset portfolio, the iWS Connector expands the footprint of Genesys Interaction Workspace, allowing it to interact with the Siebel Desktop and enhance agent productivity by providing screen pop, case transfer and click-to-dial functionality.
Technical Benefits
Client-side integration architecture has the following advantages:

- **Scalability**: no server process that requires load balancing
- **Fault Tolerance**: issues only impact one agent and not the entire contact center (server-side architecture is a single point of failure)
- **Reliability**: if Siebel is down the agent is still able to work with iWS
- **Bidirectional Control**: iWS is a client application that can be controlled only with a client-side integration (server-side integration would require a server-to-client architecture that is impossible)
- **Flexibility**: the iWS Connector offers an extensible integration model (leverage the out-of-the-box iWS Connector model) allowing extensive customizations without impacting the Siebel environment
- **Future Proof**: the iWS Connector leverages a Java Script integration that is in line with the Siebel evolution to Open UI, where ActiveX will be dismissed
- **Ease of Deployment**: installation requires no configuration on the client machine

Technical Specifications

**Versions:**
- iWS 8.1 or later
- Siebel CRM 8.0 or later

**Supported Desktop Operating Systems**
- All the iWS-supported Operating Systems

**Prerequisites**
- .Net Framework 3.x

Key Features

- Multichannel ready
- Multiple Siebel sessions allowed (only one is active)
- Keep Alive Protocol between iWS and Siebel session
- EventHandler processing (screen pop based on attached data, ANI)
- Command Processing from Siebel: Make Call, Attach Data, Custom Commands
- Management of multiple interactions inside Siebel
- No lost of interaction during Siebel restart
- Works with Genesys version 8 and above

About Softphone
Softphone is a leading Contact Center Solutions Developer and Systems Integrator specialized in Genesys solutions. With more than ten years of experience with Genesys products, Softphone is the right partner to tackle any Contact Center Project. Softphone’s collaboration with Genesys Professional Services includes delivering services for some of the largest contact center deployments. From SAP & Siebel integration to contact center optimization, Softphone consultants provide the expertise and quality delivery needed to efficiently address the rapidly changing needs of customer service.

For more information visit: www.softphone.it

About Genesys Professional Services
Genesys Professional Services helps customers and partners succeed through expert business consulting and industry experience, unsurpassed software solution planning and training, proven implementation strategies, and experienced project management. We offer a wide variety of packaged and custom-tailored development solutions to provide an implementation strategy that meets specific client requirements.

About Genesys
Genesys is a leading provider of customer service and contact center solutions. With more than 3,000 customers in 80 countries, Genesys software directs more than 100 million interactions every day from the contact center to the back office, helping companies deliver fast, simple service and a highly personalized cross-channel customer experience. Genesys software also optimizes processes and the performance of customer-facing employees across the enterprise.

For more information visit: www.genesyslab.com, or call +1 888 GENESYS.