

Synthesys™

CTI and Call Scripting Add-On for Oracle CRM On Demand

Synthesys™ from Noetica is an add-on partner product that delivers advanced **call centre functionality** to the Oracle CRM On Demand offering by providing the following functionality:

- Advanced CTI (inbound screen pops, call transfers, park, hold, etc.).
- Outbound dialling in preview, progressive or predictive modes.
- Dynamic Call Scripting.
- Inbound and Outbound campaign management.



All CTI functionality interfaces directly to the customer's telephony infrastructure (PBX, ACD), **either on premise or hosted**. To date, Synthesys™ interfaces directly with over **40 different telephony systems** from a variety of providers in addition to interfaces to all standard telephony protocols.

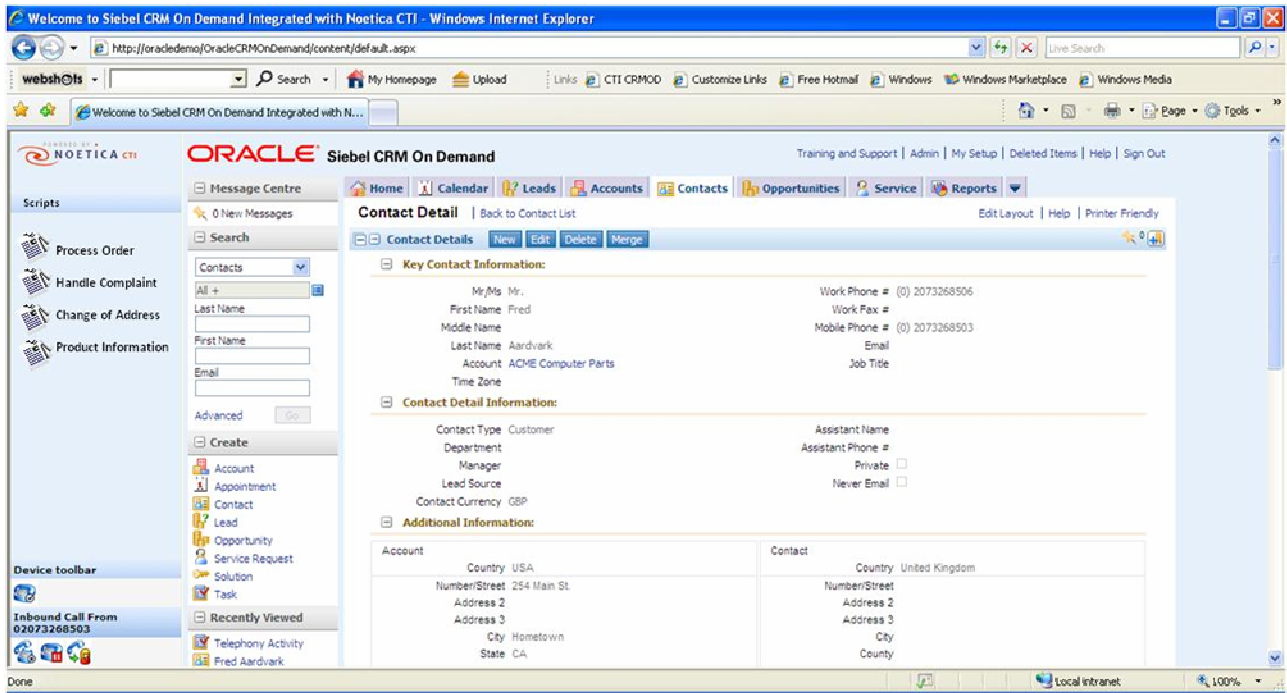
Call scripting is a necessity in most call centres and provides a business process centric environment for agents. It delivers consistency, improved customer service, shorter call times and dramatic savings in training. Synthesys™ provides the most advanced call scripting technology on the market today.

Synthesys™ provides much more than just a call scripting engine. It delivers a user-friendly **drag-and-drop environment** allowing non-technical users to design and deploy scripts quickly and easily without programming. It also offers the capability to interface easily and seamlessly with external back office and legacy systems, enabling the creation of a **unified intelligent desktop** for call centre agents in an elegant SOA environment.

Most importantly, the Synthesys™ call scripting technology offers an **underlying database** containing real time crucial call content and agent performance information. The **KPI and SLA reports** generated from this database provide crucial business intelligence for call centre managers that is not available from either a telephony platform or a CRM system.

Predictive dialling (and all other forms of outbound) can be also provided as a **hardware based dialler** using the Synthesys™ dialler platform independently from any other existing telephony infrastructure. In this environment, **voice recording** is also available.

How does it work?



The Noetica solution embeds the Oracle CRM On Demand screen in a wider browser frameset by providing a new frame containing the CTI and scripting elements within an additional frame, side by side with the CRM one. The two frames communicate via an invisible interface which synchronises the contents of the two frames.

Within the Synthesys frame, the telephony functionality is available through a visual toolbar that allows the agent to control the telephone and any number of calls (dial, hang up, transfer, hold, park, etc.). Within the same frame call scripts are made available to the user. These scripts can also be triggered (screen popped) automatically by linking them to specific DDI (Direct Dial In) telephone numbers.

The CTI interface also automatically triggers the correct customer record within the Oracle CRM On Demand frame if the caller's number is identified. Synthesys is aware of the customer record that is currently displayed in the CRM system and can initiate a telephone call to any of the telephone numbers held against the current customer.

Synthesys scripts are launched in a new browser window (or a new browser tab) and allow the agent to navigate through complex business processes easily and effectively while at the same time have access to the CRM screen, if required. CRM information can also be presented within the call script and can also drive the script according to specific customer characteristics or preferences.

Synthesys CTI

- Avaya (all platforms)
- Aspect
- Cisco
- Nortel Networks
- Alcatel
- Mitel
- Inter-tel
- Ascom
- Contarra
- CosmoCom
- Elmeg
- Ericsson
- Interactive Intelligence
- Macfarlane
- Micrologica
- N-Lynx Technologies
- Panasonic
- Philips
- Rockwell
- Samsung
- Siemens
- STS
- Twincom

Synthesys CTI is a cost effective solution for deploying on premise (or hosted) telephony infrastructure in conjunction with Oracle CRM On Demand. Synthesys interfaces directly to a wide range of telephony platforms such as:

Synthesys also integrates to all platforms supporting TAPI, TSAPI or CSTA standards.

Noetica holds several accreditations from the main telephony equipment vendors:



As part of its outbound functionality, Synthesys also provides advanced (software or hardware) Predictive Dialling patent protected technology, which integrates seamlessly with the scripting engine and can be used in conjunction with Oracle CRM On Demand.

Depending on the capabilities of the individual telephony platform in use, Synthesys can provide the following CTI functionality:

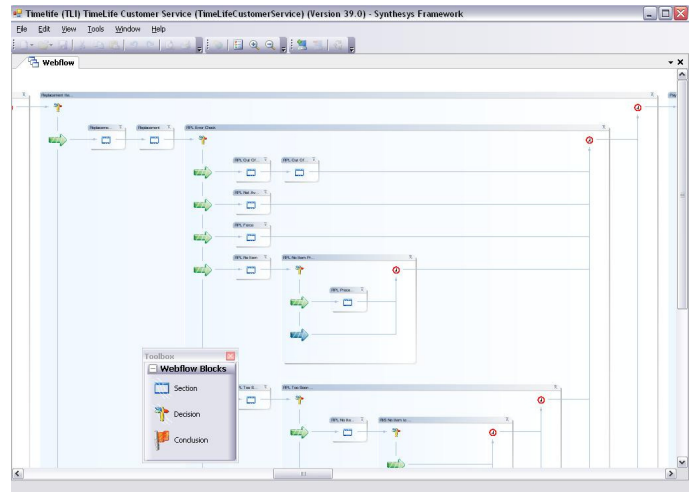


- Inbound DDI screen pop
- Inbound CLI screen pop (bring up the relevant customer record based on the calling number)
- Outbound "click to dial" (also known as Preview Dialling)
- Call transfers (internal or external)
- Call hold / un-hold (multiple call handling)
- Call park / un-park (call can be parked centrally and un-parked by another agent)
- Progressive, Power & Predictive dialling as additional features.

Synthesys Call Scripting

One of the main advantages of the Synthesys call scripting technology is the unique user friendly environment that allows non-technical users to create new scripts and amend existing ones easily and without programming. This distinctive piece of technology is specifically designed for contact centres that wish to conform to business processes which are sometimes complex and in most cases subject to frequent change.

Synthesys scripts are designed and implemented by the people that operate the contact centre and not by software developers. This has huge advantages in terms of business agility and ease of use of the resulting call scripts.



Synthesys call scripts run in a browser window and require no local resources on each workstation. As such they can be deployed in distributed and even home working environments and work well in an On Demand context in conjunction with Oracle CRM On Demand. They can also be deployed as web self-service scripts.

Finally, the Synthesys call scripting engine also facilitates the creation of a **Unified Agent Intelligent Desktop** as they provide the facility to integrate with back office and legacy systems thus delivering a clear, simple and coherent front end to the agent yet retaining the wealth of information contained within the customer's existing systems.