

# ORACLE CRM CALL CENTER ON DEMAND



THE WORLD'S MOST  
COMPREHENSIVE CRM ON  
DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Prebuilt industry solutions
- Embedded sales, marketing, and service best practices

*Building and maintaining a contact center can prove cost-prohibitive and resource-intensive. Yet you're committed to providing your customers with a personalized multichannel communications experience across sales, marketing, and service interactions. Oracle CRM Call Center On Demand provides world-class support channels without the up-front investment in complex hardware and software typically required to build a contact center.*

## **Deploy a World-Class Contact Center: No Assembly Required**

Oracle CRM Call Center On Demand delivers hosted voice, voicemail, email, and Web communications as a fast, flexible, and affordable monthly service. The completely hosted solution is embedded directly into Oracle CRM On Demand, the hosted CRM solution from Oracle.

With Oracle CRM Call Center On Demand, companies of all sizes can provide unparalleled sales and service support without investing in the complex web of hardware, software, and CTI resources traditionally required to build a contact center. And, because it's a hosted offering, Oracle CRM Call Center On Demand enables your agents to provide superior customer support from any location. A telephone and internet-connected PC are the only equipment needed.

## **Eliminate Expensive and Time-Consuming Integration**

Oracle CRM Call Center On Demand is the first and only hosted contact center built directly into a hosted CRM solution. With a communications tab embedded in Oracle CRM On Demand, Oracle CRM Call Center On Demand streamlines agent productivity, by consolidating telephone, voicemail, email, and Web communications in one central repository. A communications toolbar is also built into Oracle CRM On Demand to provide easy access to call controls from anywhere in the CRM application.

The value? You avoid the cost and risk of integrating hosted or on-premise solutions from multiple vendors and preserve the speed and affordability that make hosted solutions attractive. A single solution functions better and improves agent productivity. More important, it enables greater flexibility, a single customer database, and deeper customer insight to drive better business decisions.

## KEY FEATURES

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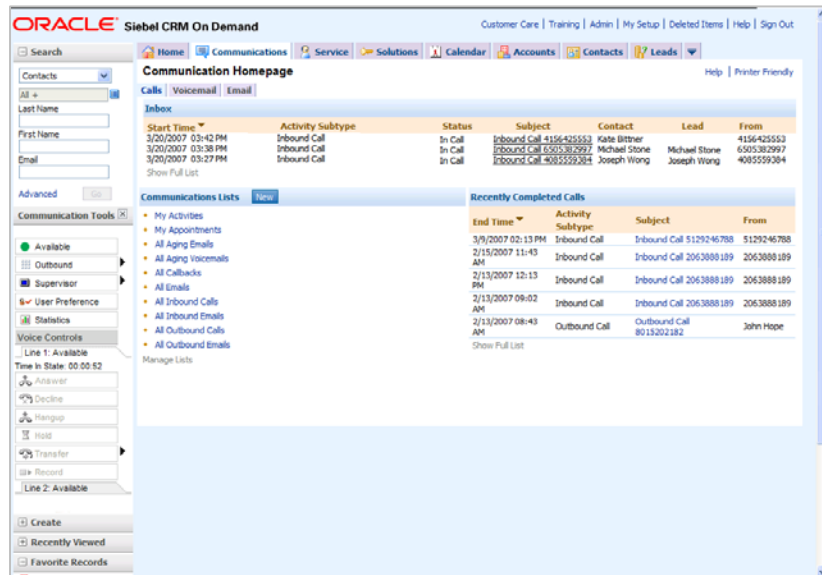
- Hosted voice, voicemail, email, and Web communications
- Hosted ACD, IVR, and PBX capabilities
- Toll-free number provisioning
- Automatic screen pops via built-in CTI
- PSTN and VoIP support
- Call routing, based on customized workflow rules

### AGENT FEATURES

- Single contact center and CRM interface
- Built-in communications tab for managing phone, voicemail, and email activities
- Automatic activity creation in Oracle CRM On Demand
- Ability to transfer calls to other agents or skill groups
- Ability to instantly execute callbacks and dial out
- Ability to route customer calls and voicemail to any mobile device

### SUPERVISOR FEATURES

- Unified contact center and CRM analytics
- Real-time and historical analytics
- Call monitoring and recording
- Whisper coaching



**Oracle CRM Call Center On Demand's built-in computer telephony integration (CTI) automatically logs multichannel interactions directly into Oracle CRM On Demand.**

### Personalized Multichannel Communications

Oracle CRM Call Center On Demand routes calls, voicemail, email, and Web communications with a highly scalable hosted automated call distributor (ACD) and Interactive Voice Response (IVR) platform that enable intelligent call routing to multiple locations and workgroups with customizable greetings and on-hold options.

Incoming calls and emails are automatically routed to the right agent or workgroup, based on flexible workflow rules such as agent skill sets and availability, customer profile, and real-time caller responses to IVR prompts. Because Oracle CRM Call Center On Demand is built directly into Oracle CRM On Demand, it enables automatic interaction tracking across individuals and departments. With Oracle CRM Call Center On Demand, your company can rapidly respond to customer inquiries with personalized communications that increase customer satisfaction.

### Gain Deep Customer Insight

Oracle CRM Call Center On Demand extends the power of Oracle CRM On Demand's analytics, to provide real-time and historical analyses that drive business insight into a broad range of customer communications metrics such as average handle time and average answer speed. You'll be able to track call resolution times, hold times, call abandonment rates, dialed numbers (DNIS), and much more by using the built-in reports and ad hoc analysis capabilities. This insight equips you to proactively address issues and continually improve performance across communications channels for your sales, marketing, and service departments.

### **Enable a Flexible Workforce**

Oracle CRM Call Center On Demand enables your employees to work from multiple locations seamlessly, without requiring duplicate investments in telephony infrastructure or integration. With Oracle CRM Call Center On Demand, you can support a highly mobile workforce while ensuring that customer interactions are handled consistently and professionally across channels. A flexible staffing solution allows you to expand service hours for your customers and rapidly add highly specialized agents cost-effectively. You can better support customer needs and increase first-call resolution rates, while reducing costs.

### **Scale as Customer Demand Grows**

With Oracle CRM Call Center On Demand, you pay only for what you need. You can easily add agents or customize agent skills in response to seasonal demand, company promotions, product recalls, or any other change in the market. Supervisors can simply add users, and new qualified agents are ready to support customers within seconds.

### **Bottom Line**

By providing a built-in multichannel contact center solution that you can deploy immediately without the need for integration, Oracle CRM Call Center On Demand maximizes your return on investment.

For more information on how Oracle CRM Call Center On Demand can streamline your contact center, call 1.866.906.7878 or visit [www.crmondemand.com](http://www.crmondemand.com).

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