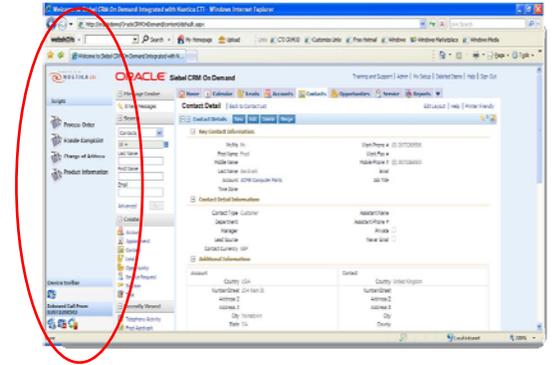


# SYNTHESYS™ CTI AND CALL SCRIPTING FOR ORACLE CRM ON DEMAND



## KEY FEATURES

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- Advanced CTI (inbound screen pops, call transfers, park, hold, etc.) leveraging the customer's existing telephony infrastructure.
- Dynamic Call Scripting.
- Outbound dialling in preview, progressive or predictive modes.
- Inbound and Outbound campaign management.

*Synthesys™ is a cost effective solution for deploying advanced dynamic call scripting and comprehensive CTI for on premise (or hosted) telephony infrastructure in conjunction with Oracle CRM On Demand. It also provides solutions for Outbound dialling and Unified Agent Front End in a call centre environment.*

The last few years have seen a dramatic increase in the adoption of hosted CRM solutions. As part of this trend, such solutions are becoming more widely deployed in call centre environment as part of a wider enterprise wide rollout. The deployment of hosted CRM on the call centre agents' desktop raises interesting challenges with regards to specific call centre functionality that such generic CRM platforms do not as yet offer out of the box.

For instance, Computer Telephony Integration (CTI) (things such as screen pops, voice and data transfers, click to dial, automated dialling, and so on) is a crucial element of any efficient call centre operation, as are features such as call scripting, unified agent front end and so on.

As far as CTI is concerned, a significant technical challenge exists when attempting to connect hosted browser based solution to the customer's preferred telephony platform. Oracle does offer a telephony solution in conjunction with CRM On Demand, but in many cases customers already have an existing investment in their own telephony or may prefer to work with their own chosen supplier for the delivery of voice to agents.

This is where the Synthesys™ product from Noetica provides an invaluable add-on to 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.).
- Dynamic **Call Scripting**.
- Outbound **dialling** in preview, progressive or predictive modes.
- Inbound and Outbound **campaign management**.

**ORACLE CRM ON DEMAND  
NOETICA SYNTHESYS**
**ORACLE CRM ON  
DEMAND**

Comprehensive CRM for Maximum Results: Oracle CRM On Demand offers the most comprehensive set of sales, marketing, and service automation capabilities of any on-demand CRM solution.

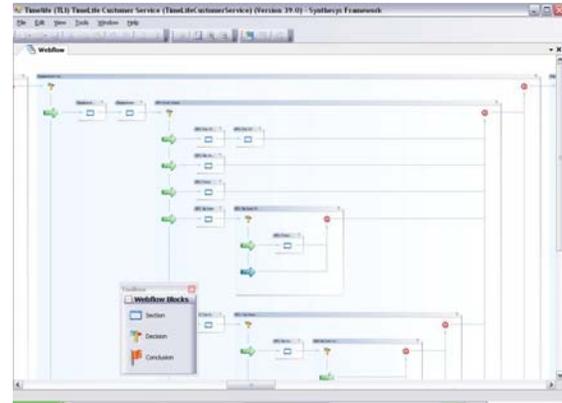
**NOETICA SYNTHESYS**

Noetica is a software development company specialising in intuitive, user friendly software for contact centres. Our software platform, **Synthesys™**, is a comprehensive package that provides almost everything you will ever need in order to run and manage a successful, effective and efficient call centre operation. Developed over many years and incorporating a wealth of knowledge and experience of the call centre market, **Synthesys™** is designed to reduce reliance on IT and empower the business functions to become autonomous and extremely agile by delivering integrated applications to the agents' desktop intelligently and in record time.

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.

Synthesys™ fills a clear gap in the Oracle CRM On Demand offering by providing crucial call centre functionality in the most cost effective way possible. You get the best product, pre-integrated with Oracle CRM at the lowest price. It allows you to:

- Leverage existing or preferred telephony infrastructure.
- Deliver visual intuitive agent guidance and call scripting for your call centre.
- Deploy within weeks rather than months or years.

**For further information or a product demo please contact:**

email: [sales@noetica.com](mailto:sales@noetica.com) or [enquiries@noetica.com](mailto:enquiries@noetica.com)

URL: [www.noetica.com](http://www.noetica.com)

Tel: +44 (0)20 7326 8500 Fax: +44 (0)20 7801 9515