



InStranet, Inc., a leader in multi-channel knowledge applications, teams with Amdocs CRM to enable an intent-driven contact center and offer an unrivaled customer experience.

Organizations that have implemented Contact Centers In-Line have measured dramatic results on key metrics such as:

- Reduced call times
- Lowered costs per call
- Improved agent satisfaction
- Increased customer loyalty
- Reduced training costs
- Increased revenues
- Improved first-contact resolution

InStranet's **Multi-Channel Knowledge Applications** along with **Amdocs CRM** make it easy to manage information processes across an organization and deliver the right knowledge, such as policies and procedures that are contained in a variety of formats, to the right call center agents, at the right time.

Through seamless integration with **Amdocs Customer Interaction Manager** and **Amdocs Support** applications, InStranet offers Amdocs customers, within a single desktop, the award winning **Contact Centers In-Line™ (CCIL)** application, which manages and automates the delivery of profile-based knowledge for each customer interaction.

Key CCIL Functions:

- *The Agent Desk* enables contact center agents to instantly find up-to-date, context-sensitive knowledge relevant to the complete customer experience.
- *The Trainer Desk* allows managers and supervisors to monitor and measure agent knowledge.
- *The Publisher Desk* supports the entire

publishing process, automatically distributes the appropriate sales and servicing knowledge to the right audience, and ensures that the knowledge base is up-to-date, consistent, and sustainable.

- *The Analyzer Desk* provides a centralized set of tools to help authors assess the value of knowledge base information and ensure agent awareness.



With a unified Amdocs CRM and CCIL desktop, agents can quickly access appropriate knowledge as they manage customer interactions

Business Benefits Explained:

Reduced Training Costs:
By accelerating the learning curve, CCIL's training capabilities reduce training costs and allow managers to identify skill gaps quickly.

Increased Revenues:
CCIL automatically pushes customized offers to agents based on the context of a call, transforming calls into revenue opportunities.

Reduced Call Times:
Contact Centers In-Line uses customer profile information as a filter to provide agents with immediate access to appropriate knowledge.

Increased Customer Satisfaction & Retention:
CCIL ensures customers get the right answer, the first time.

Integration Summary and Benefits

By combining InStranet's CCIL knowledge management capabilities with Amdocs CRM, companies increase customer service efficiency and quality. Leading analysts agree that by 2008, firms that integrate knowledge management to their CRM systems in the contact center will increase their ROI by 25%.

Unified Agent Desktop for CRM and KM: Thanks to a high level of application blending between CCIL and the Amdocs CRM products, customer support organizations have a unified agent desktop to manage interactions with customers, and easily obtain appropriate customer, product, and service knowledge.

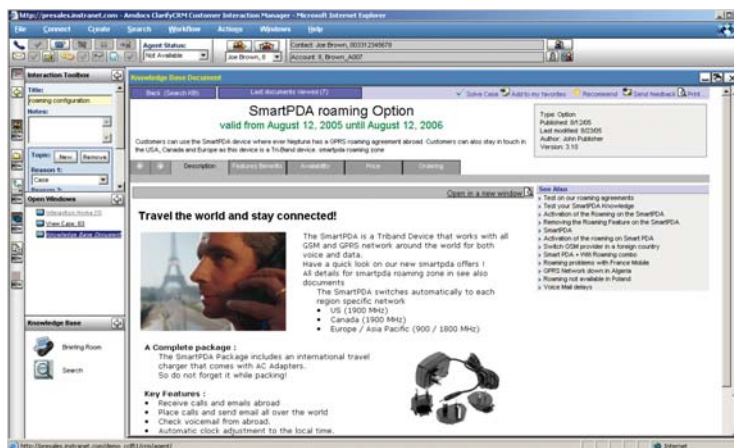
Improved Customer Interactions with Knowledge:

From their Amdocs interaction screen, and based on the customer record, agents are presented with the most relevant product and service knowledge.

Improved Case Management with Knowledge: From the Amdocs Support case screen, agents find the most relevant documents based on the case and the customer record (pushed or pulled through the "Solution" link) to help them better diagnose and quickly resolve customers issues.

One-Click Contextual Search: From a single screen, agents are presented with relevant information immediately, organized into context-sensitive, customer-specific categories. CCIL anticipates all potential customer issues and automatically places needed information at an agent's fingertips.

One-Click Knowledge Use Analytics: InStranet enables organizations to see which knowledge base documents are most popular and helpful, how agents and customers are searching the knowledge base, and which offers are the most effective.



InStranet provides agents with contextual knowledge based on the customer information maintained in Amdocs CRM.



Amdocs CRM/CCIL Connector:

The CCIL-Amdocs CRM Connector is available for CCIL 5.x, and Amdocs CRM 6 releases on the NT/SQL Server platform. Check with InStranet for information regarding support for earlier releases and other platforms.

About InStranet

InStranet is a leading provider of multi-channel knowledge applications. Global 2000 companies rely on InStranet's solutions to automate content and knowledge delivery for contact centers, field sales, and Web self-care, for servicing and sales initiatives. InStranet's Multi-Channel Knowledge Applications enable businesses to securely create, manage and deploy critical profile-based content for enterprise channels, and to analyze results to identify key successes or areas for improvement.