



InStranet teams with Siebel to offer an unrivaled customer experience.

Global 2000 companies have put Contact Centers In-Line to work for them, measuring dramatic results on key metrics such as:

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

InStranet's **Multi-Channel Knowledge Applications** make it easy to transform the information across an organization into knowledge channels — contact centers, retail outlets, brokers and dealers, or Web self help - can act on.

Through seamless integration with the Siebel Customer Service Platform, InStranet offers Siebel customers the award winning **Contact Centers In-Line™** (CCIL) application which manages and

automates the delivery of profile-based content and knowledge to every customer touchpoint:

- **Web Self-Service:** CCIL empowers customers to find answers themselves and reduces the amount of calls agents need to handle.
- **Call Center Agents & Sales Channels:** CCIL enables company representatives to instantly find up-to-date, context-sensitive information relevant to the complete customer experience.

Functional Summary Benefits

- **One Interface:** Thanks to a high level of application blending, customer support organizations have one place to go for both CRM information and product and service knowledge.
- **One-Click Smart Search:** From a single screen, CCIL provides instant access to all product and service information.
- **Multi-Channel Analytics:** CCIL tracks every document related to any customer inquiry, no matter the channel used, enabling faster call processing and insightful reports to understand which offers generate the most inquiries or what issues are most common for different customer types.

Business Benefits

Increased Agent Productivity:

Since customers can use the Web to find answers themselves, agents spend less time on repetitive queries, resulting in lowered costs, shortened hold times, and better service for higher-need customers.

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, virtually eliminating searches.

Increased Customer Satisfaction & Retention:

CCIL ensures customers get the right answer, the first time.

How Does it Work?

InStranet's Contact Centers In-Line capabilities are integrated into the Siebel call center agent desktop.

1 Briefing Room

Provides each agent with a personalized briefing page showing customized, up-to-date content appropriate for his or her role and skill level (e.g., new products and offers, modified procedures, urgent messages, "what's hot") along with recommended quizzes and tests.

2 Knowledge Base Search

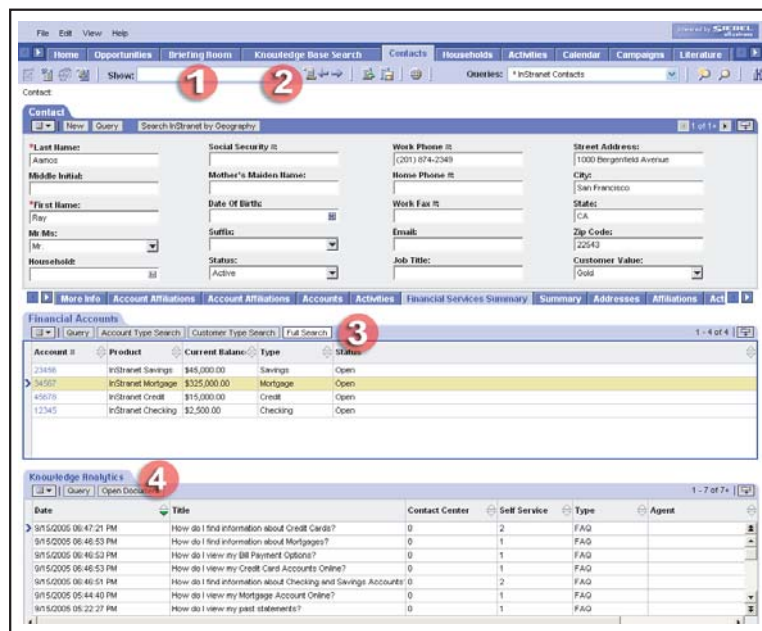
Dynamically assembles context-sensitive information about company products and services into meaningful categories and delivers pre-filtered, contextual information based on a caller's profile before a customer interaction begins.

3 One-Click Smart Search

Triggers a search based on selected products and customers for relevant sales and support information.

4 Knowledge Analytics

Provides a list of documents accessed during customer interactions, such as calls into the contact center or Web self-service.



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.