Oracle Service Cloud and Computer Telephony Integration (CTI)

ORACLE SERVICE CLOUD

KEY FEATURES

Oracle Service Cloud Computer Telephony Integration strategy allows organizations to quickly and easily integrate with industry leading, best of breed vendors

- Leverage complete telephony control directly on the desktop
- Pre-built media control bar provides all session controls
- Integrate to traditional on-premises PBXs and ACDs as well as cloud-based telephony platforms

KEY BENEFITS

- Quicker and repeatable integration effort with a reference toolkit
- CTI integration reduces agent training time with a reliable screen pop interface for agents
- Seamlessly communicate over multiple channels with customers
- Leverage existing communication infrastructure investments

Customer expectations have never been higher. Not only do customers want an outstanding service experience, they want it over multiple channels such web, chat, email and voice. Customers expect to be recognized and have their service issues handled expertly the first time, regardless of the channel that they choose to communicate through. They expect that the information they provide, whether through an IVR or to a contact center agent, will not have to be repeated. Organizations need a way to support these expectations by enabling agents with tools that can automatically identify callers, help anticipate their needs, and quickly and easily move between channels while maintaining a history of the interactions. Through the use of Computer Telephony Integration (CTI), organizations can provide agents with a communication-enabled dynamic desktop that supports call control, screen pops, and multichannel queuing and routing. Oracle Service Cloud integrates with many industry leading communication vendors, allowing organizations to utilize best of breed functionality and leverage existing infrastructure. Also, customers and partners can create custom integrations using the Oracle Service Cloud CTI Accelerator. By leveraging CTI, your customers will have a better experience and your agents will be more efficient.

CTI Partner Support

Oracle Service Cloud Computer Telephony Integration takes advantage of best of breed functionality from the industry's leading vendors. Oracle has partnerships with the following vendors who have developed integrations with Oracle Service Cloud:

TELEPHONY PLATFORM PROVIDERS

Vendor	Website	Cloud Market Place
Avaya	www.avaya.com	Link
Five9	www.five9.com	Link
Genesys	www.genesys.com	
inContact, Inc	www.incontact.com	
Interactive Intelligence	www.inin.com	Link
Odigo - Capgemini Prosodie	www.capgemini.com/cloud-services/odigo	
Volt Delta	www.voltdelta.com	Link

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Oracle Cloud Marketplace

With Oracle Cloud Marketplace Oracle customers can be confident that a partner's integration reviewed by Oracle as functionally and technically sound.

For a complete list of all integrations refer to the Cloud Market Place, selecting the Oracle Service Cloud product.

Oracle Service Cloud CTI Accelerator

The CTI Accelerator provides a complete approach for integrating third-party communications with Oracle Service Cloud. The accelerator contains a customizable and extensible reference media toolbar and a CTI (computer telephony integration) emulator that makes it possible for you integrate your Service Cloud agent desktop with a 3rd party telephony platform/ACD for interaction handling through the media bar, screen pop & universal queue applications. This provides a consistent and repeatable mechanism for 3rd party communications to integrate to the Service Cloud Desktop.

- **Partner Integration SDK**. Enabling easy integration for communication partners, the SDK contains sample adapter code, and a developer's guide
- **Reference Media Toolbar Add-in**. Providing session controls across all channels, the reference media toolbar add-in can be used to integrate to 3rd party cloud based telephony or on-premise switches. Tightly integrated with the dynamic agent desktop, this channel experience management allows for the segmentation and routing of interactions based on sophisticated business rules
- **Emulator Add In**. Emulates how a screen pop works to enable easy development of screen pop logic.
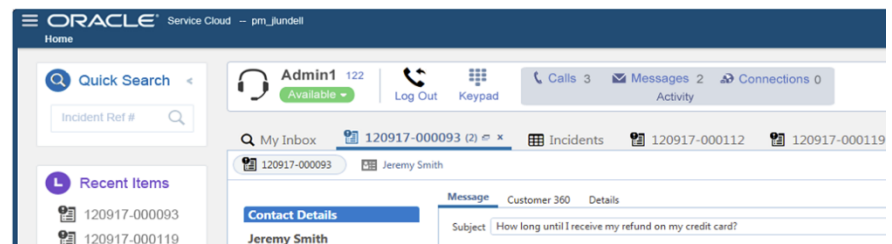

Figure 1. The CTI Accelerator reference media bar in the agent desktop.

CTI Connectors/Adapters.

CTI-Computer Telephony integration. This link between the phone system and computer allows the caller to be automatically identified to facilitate the same functionality as the direct platform adaptors; screen pop, media bar interaction handling & universal queue. The following vendors are framework providers for CTI connectors/adapters:

CTI FRAMEWORK PROVIDERS AND COMPATIBLE TELEPHONY PLATFORMS

Framework Providers	Market Place	Genesys	Cisco	Avaya	Siemens	Aspect	Nortel	Syntelect	Twilio	InIn Pure Cloud
AMC Technology, LLC website	Link		■	■		■	■	■		
BlueLeap website	Link								■	
Bucher + Suter website			■							
Converge~One/SimpliCTI website	Link		■	■						
CRMIT website	Link	■	■	■						
Customer Interaction Group website	Link		■			■				
OpenMethods website	Link	■	■	■	■	■	■		■	■

CONTACT US

For more information about Oracle Service Cloud, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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