



Sector	IT
Requirement	To provide an email integration broker capable of adding complex CRM records
Solution	A sophisticated automation tool that enhanced both EIM capability and Oracle integration

Bringing Cisco closer to their customers

Cisco is the worldwide leader in internet networking. A multi-national, multi-billion tech company, Cisco systems help power 85% of all internet traffic. One of its key goals is to “connect the previously unconnected”. And that’s just what ThinkAutomation helped Cisco achieve internally.

The results

Cisco needed a solution that could bridge the gap between its contact centre and Oracle’s customer care platform. At the same time, agents needed a tool that could take data from inbound emails, leaving them free to focus on delivering quality customer service. Enter ThinkAutomation.

At its most fundamental level, ThinkAutomation parsed and processed Cisco’s incoming comms. But to deliver the finely-tuned detail required, the solution also assigned each customer with

a unique ID, providing both the intelligence for email processing and the generation of detailed Oracle customer contact records.

Every day, thousands of incoming emails arrive at Cisco’s Microsoft Exchange server. And every day, emails destined for customer care are processed by ThinkAutomation. Customers are automatically identified, validation administered or relevant replies issued. Customer contact records are added into Oracle, emails redirected to the UCCX for processing, and copied to a separate message store for deletion protection.

The result? Cisco now boasts improved efficiency, customer service and enhanced revenue management, all as courtesy of ThinkAutomation.



We're bringing your business closer to your customers

Also available...

WhosOn™

Track - Chat - Engage

Real time engagement with customers

WhosOn is a real-time engagement solution like no other. It's not just live chat. It's not just a support service. It's not just an analytics tool. It's all those combined and more, and it's currently helping over 10,000 businesses in 100 countries find a better way to engage with their website visitors.

UK address

Parker Software Limited
Victoria Business Park
Prospect Way
Knypersley
Stoke on Trent
ST8 7PL
United Kingdom

USA address

Parker Software Inc.
4767 New Broad Street
Baldwin Park
Orlando
Florida
32814
United States

Prospect Agent™

Quality Real-Time Sales Leads

Turning website visitors into new customers

ProspectAgent is the ultimate lead generation tool. By pinpointing and profiling your website visitors, ProspectAgent turns hidden leads into new customers. Not only do we reveal the real people and companies behind your clicks, we conduct real-time research to give you instant customer profiles. With ProspectAgent, you'll never lose leads again.



UK: +44 (0)330 0882 943



US: (800) 680 7712



www.parkersoftware.com



sales@parkersoftware.com

www.parkersoftware.com

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