



**meets**

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The Oracle logo consists of the word 'ORACLE' in a white, sans-serif font, centered within a solid red rectangular background.

## **CCW introduction :**

- ✓ CCW (Customer Care World) s.r.o. founded in 1992. The company is 100% privately owned. CCW is from beginning focused on IT solutions.
- ✓ CCW has 14 internal consultants and specialists.
- ✓ CCW has headquarters in Bratislava ,Slovakia
- ✓ CCW IT Consulting (Division since 2006) focuses:
  - ✓ Consulting ,delivery and implementation of CRM systems based on Oracle Siebel CRM, Contact center solutions and „Computer telephony integration“ based on Genesys,Microsoft Skype for business with LUWARE ([www.luware.ch](http://www.luware.ch)).
  - ✓ CCW runs its own cloud based solution for „Mobile asset tracking“ and „Fleet management“ - Monit7. It is IoT solution for companies to track and manage mobile assets in daily business thanks to workforce management and artificial intelligence.
  - ✓ CCW main focus is CX solutions and newest innovations which improve and support the customer journey for middle and large enterprise companies.



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## CCW Know how matrix

- ✓ Oracle Siebel CRM
  - ✓ Open UI migration and development
  - ✓ Upgrade and Incremental Repository Merge
  - ✓ Performance Tuning
  - ✓ Computer Telephony Integration
  - ✓ Order Management
  - ✓ Multichannel integration
- ✓ Genesys Contact Center
  - ✓ Voice recording
  - ✓ eServices
  - ✓ Routing
  - ✓ Workspace Desktop Edition : customization and routing
  - ✓ Social network integration
- ✓ Oracle Fusion / Cloud Application
  - ✓ SOA Suite installation, configuration
  - ✓ ADF Development
  - ✓ BPEL, OSB, ESB



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## CCW Know how matrix

- ✓ Mobile Asset tracking (IoT)
  - ✓ Workforce management
  - ✓ CAN Bus integration
  - ✓ Mobile app asset tracking
  - ✓ Route planning
- ✓ Speech recognition und synthesis
- ✓ Artificial intelligence, machine learning
- ✓ Ruby on Rails
- ✓ JAVA
- ✓ C++
- ✓ JQuery, JavaScript, angular web frameworks
- ✓ Cloud development and migration (OCI, AWS and Azure cloud infrastructure)



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## **CTI transformation for Siebel CRM from Genesys-Alcatel PBX with fixed line PRA to Voice over IP Skype for Business Server and Client with Luware contact center for the insurance company in Switzerland**

The contact center is 24x7 customer support for insurance events and calls

### **The modernization transformation had following goals :**

1. to migrate CTI from old PBX world to a new VoIP light and easy and modern
2. Minimize number of components which need to be maintained, lifecycle and deployed ->
  - ✓ CTI Toolbar and CTI configuration in Siebel CRM was removed and replaced with URL Call.
  - ✓ Logic from CTI configuration was partly in CC and partly in standard Siebel configuration logic such as Dispatch Rules
3. faster and easier introduction to new channels without CTI Toolbar such as chat, callback. The logic is in Skype client and in extension of a Skype client.
4. The telephony is independent from CRM application and therefore more failure resistant
5. Improve performance and user experience



# Genesys CTI





## Implemented usecases :

1. Inbound call
2. Outbound call
3. Inbound Email, SMS, Fax
4. Inbound chat
5. Callback
6. Consultation calls with the screen transfer
7. MF Telematik inbound break call
8. Foreign Partner inbound automated process with claim policy creation

The screenshot displays the CCW system interface, which is a web-based application for managing customer interactions. The interface is divided into several sections:

- Header:** Includes the CCW logo and the Oracle logo.
- Navigation Bar:** Contains tabs for 'Datei', 'Bearbeiten', 'Ansicht', 'Navigieren', 'Abfrage', 'Werkzeuge', and 'Hilfe'. A red circle highlights the 'Datei' tab.
- Customer Data:** Displays information for 'Huber, Dieter (10006227)'. Fields include Name, Vorname, Sprache, Anrede, Geschlecht, Grönd./Geb.datum, Alter, Todesdatum/Auflösung, Zivilstand, Berufstatus, Status, and Dublette zu. The 'Kunde Mandant' is 'Mobilar'.
- Communication History:** A table showing communication events. The table has columns: Typ, Anhang, Status, An, Von, Name, Vorname, Thema, Service-Nr., Fall-Nr., Verantwortlicher, Sendedatum, Kategorisierung, and Fälligkeitstatuscode. The first row shows an 'E-Mail eingehend' with status 'In Bearbeitung'.
- Chat Window:** A 'Skype for Business' chat window is open, showing a conversation with 'Renault Assist...'. The chat history includes messages like 'Gefragt am', 'Gefragt von', 'Abschluss', and 'Abschlussdatum'.
- Footer:** Contains the website address 'www.ccw.sk'.



## Integration examples :

**URL Call Incoming call :** *https://vp-*

*v.mobicorp.test/siebel/app/cc/deu?SWECmd=InvokeMethod&SWEMethod=AgentNotifyInboundEvent&SWEService=MOBI%20CTI%20URL%20Call%20Handler&Operation=CallRinging&Activity%20Id=1-74XJI&Service=sip:m24\_assi\_renault\_v@mobiins.ch&OriginUser=sip:+41313899707@mobiins.ch&OriginTelNumber=%2B41313899707&Skype%20Call%20Id=5c4f0d62-6d23-42bb-afb5-43f9b512c8ca&LastKnownAgent=sip:u902939@mobilier-test.ch&SWERF=1&SWEBU=1*

### **REST Call :**

#### **REQUEST :**

*POST https://sieblucsgw-w.mobicorp.test/siebel/v1.0/service/MOBI%20LUCS%20Inbound%20Service/InboundCall HTTP/1.1*

```
{  
  "body": {  
    "ServiceId": "6e3f0e08-0396-43da-a88d-13f52ed0a453",  
    "ServiceSip": "sip:assi_n@mobiins.ch",  
    "MessageType": "IncomingExternalCall",  
    "OriginUser": "",  
    "OriginTelNumber": "+41626882286",  
    "FrontCallId": "4a1d56b6-e749-4809-b525-552b2469c551",  
    "ModalityType": "AV"  
  }  
}
```

#### **RESPONSE :**

*HTTP/1.1 200 OK*

*Date: Fri, 10 Jan 2020 16:19:57 GMT*

*Server: Apache*

*Access-Control-Allow-Origin: \**

*Content-Type: application/json*

*Content-Length: 25*

*Keep-Alive: timeout=5, max=10*

*Connection: Keep-Alive*

```
{"ActivityId": "1-C1VIKO"}
```





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## Demo



C:\CCW\  
ia\demoLUCSSiebr

## Siebel Open UI enhancement for business process efficiency :

1. Transport process in insurance company for broken cars : integration with google maps to recognize and parse address point, distance calculation and show route on map

**24** Datei Bearbeiten Ansicht Navigieren Abfrage Werkzeuge Hilfe

Transport: Startseite Personen Unternehmungen Partnermutation Verträge Fälle **Aktivitäten**

Auftragsliste Aktivitätenliste **Transport**

Aktivitäten	ELAN-Pendenzen	Kopieren	Zuweisung	+	-	Transport übernehmen	Auslandsauftrag
Typ (Modell)	Marke	Ort (S)	PLZ (S)	PLZ (Z)	Ort (Z)	km	Status
MODEL X	TESLA	Marly	1723	11070	Beograd	1'367	Offen
MODEL X	TESLA	Kiel		3008	Bern	1'005	Offen
MODEL X	TESLA	Basel			Prague	712	Erledigt
MODEL X	TESLA	Bratislava		3008	Bern	954	In Bearbeitung

**Auftrag** Zusammenfassung

Kopieren Zuweisung Beschwerde + - Response-Scan Transport Orte übernehmen

Aktivitätenart ★ Auftrag ▼

Typ Transport ▼

Betreff Transport ▼

Beschreibung

Beginnt um 19.08.2019 16:2

Dauer (Stunden) ▼

Fällig am 19.08.2019 16:2

Erledigt am

Status Offen ▼

Sichtbar Intern ☒

Kundenfeedback

GPS Daten 46.769986 ; 7.1627

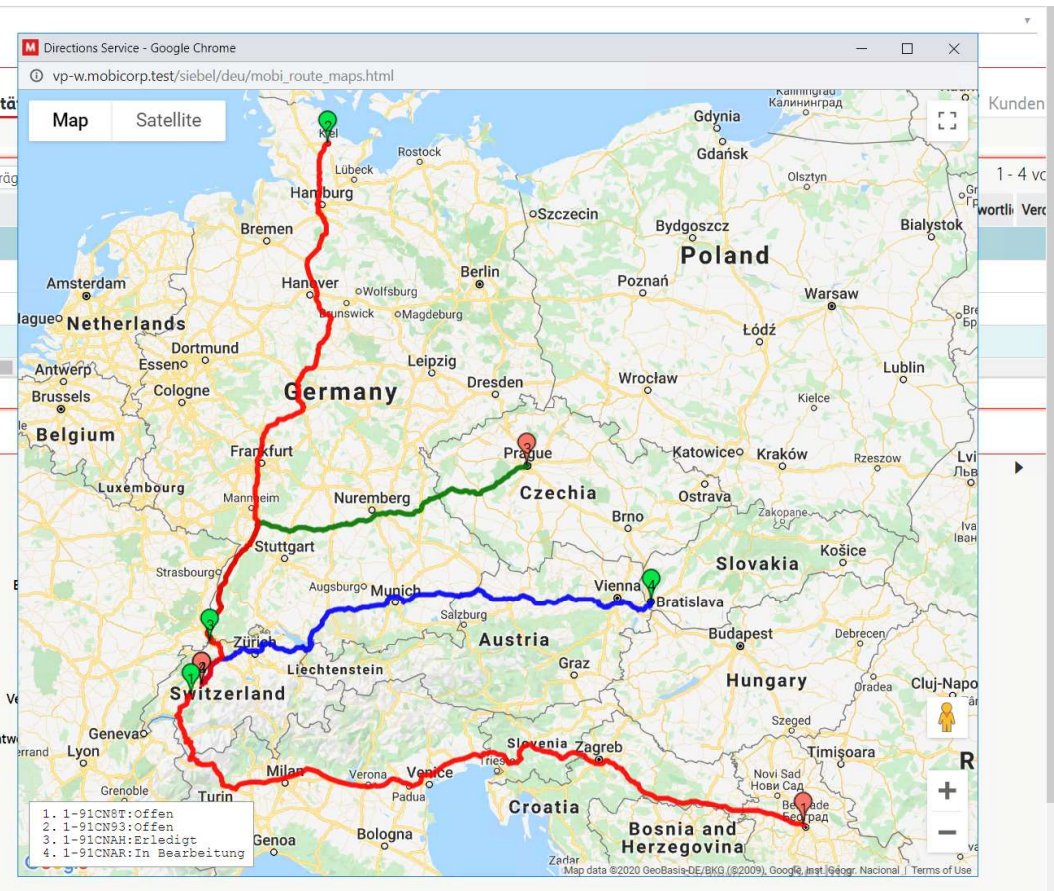
**AUF KARTE ZEIGEN**

**KOMMENTAR ANZEIGEN**

Directions Service - Google Chrome

vp-w.mobicip.test/siebel/deu/mobi\_route\_maps.html

Map Satellite



1. 1-91CN8T:Offen  
2. 1-91CN93:Offen  
3. 1-91CNAR:Erledigt  
4. 1-91CNAR:In Bearbeitung



## Siebel Open UI enhancement for business process efficiency :

### 2. Siebel Open UI portlet for foreign contracts inserted into employee business to employee portal

<https://siebel.test/siebel/app/portlet/deu?SWECmd=GetApplet&SWEApplet=MOBI+B2E+Competitor+Policy+Portlet+Applet&IsPortlet=1&SWESE=Edit+List&KeepAlive=1&PtId=AURORA&BCField0=MOBI+Cont+act+PNum&BCFieldValue0=P-1000-6227>

The screenshot displays the Siebel Open UI interface for an employee portal. The main content area shows the 'Fremdverträge' (Foreign Contracts) portlet, which is highlighted with a blue box and a red arrow. The portlet displays a list of foreign contracts, including details such as the contract number, insurance type, and policy number. The table below shows the data for these contracts.

Atta	Versicherungsart	Fremdvertrag-Nr.	Versicherer/Bank	Objekt/Risiko	Politen-Nr.	Jahresprämie	Beginn	Ablauf	Deckungen	Bemerkung	Erstellungsdatum
	Krankenkasse	1730031052	Basler Versicherung				14.01.2015	24.01.2116	8888		10.01.2020 18:30:04
	Transport	1730031056	Nationale Suisse				17.01.2018	29.01.2020	676767		10.01.2020 18:09:43
	Hypothek	1730031055	Swiss Life AG				07.01.2004	29.01.2020	233		10.01.2020 18:09:22
	Rechtsschutz	1730031054	AXA Winterthur				05.01.2020	29.01.2020	2332		10.01.2020 18:09:00



# Thank you !

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backup

