

CTI for ServiceNow

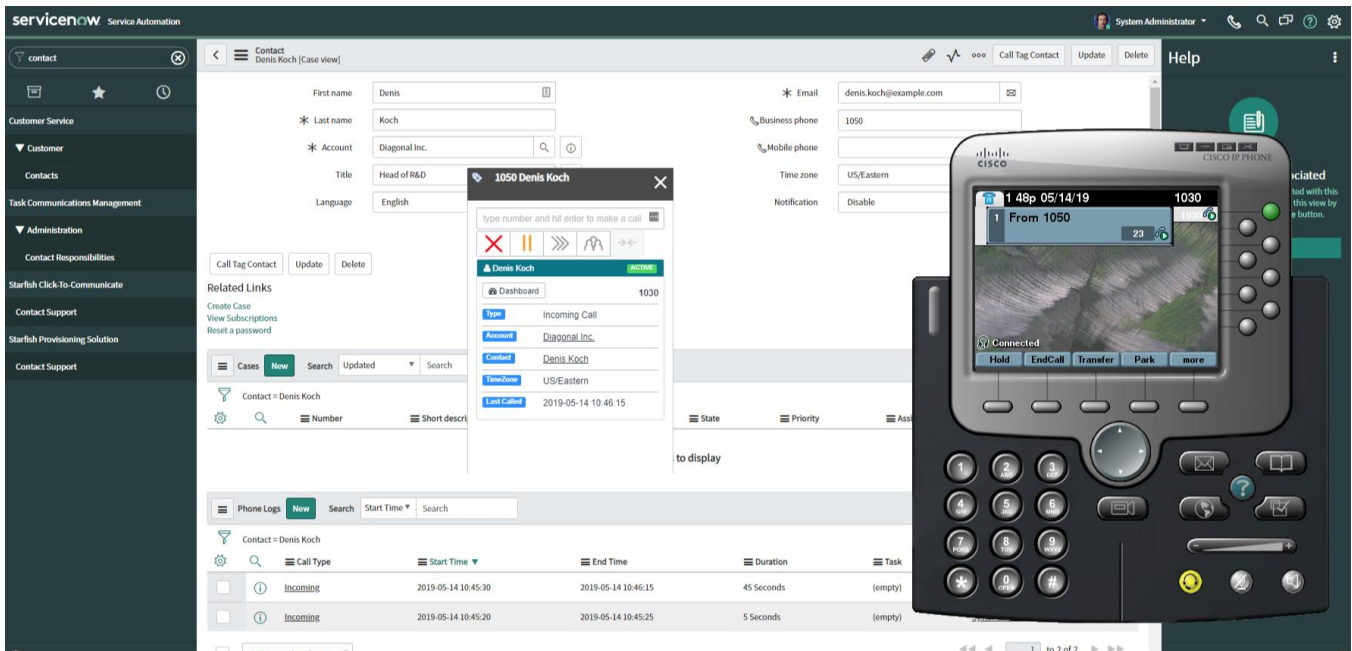
Computer Telephony Integration (CTI) enables seamless integration of telephony operations with existing user and agent desktops. For ServiceNow, this means detailed caller information is instantly available and time-consuming steps such as clicking through numerous screens are eliminated in order to quickly and efficiently handle inbound and outbound calls.

Solution Overview

Starfish Click-to-Communicate (C2C) for ServiceNow tightly integrates multi-vendor communication platforms. The C2C Solution embeds CTI functionality within ServiceNow, enabling CSM agents and ITSM helpdesk staff to receive screen pops with full call control directly inside ServiceNow. Call events trigger auto-navigation to streamline and guide workflows for CSM cases and ITSM service requests.

Starfish C2C supports multi-vendor unified communication and contact center platforms including Avaya, Cisco, Microsoft and Genesys and provides a feature-rich set of CTI functionality seamlessly in ServiceNow.

Starfish C2C leverages Starfish Directory Solution to consolidate and make available telephony end user information from Avaya, Cisco and Microsoft Active Directory (AD) in order to maintain an authoritative user profile directory.

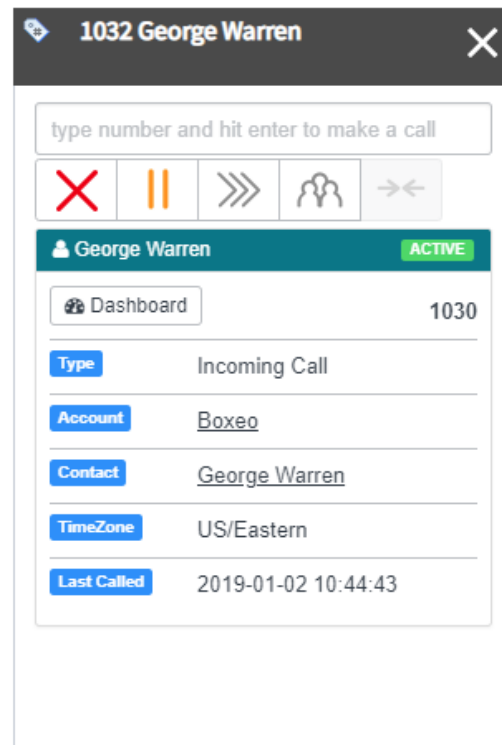


Screen pops easily identify callers enabling agents and helpdesk staff with an extensive set of call functions that can be used directly within the ServiceNow experience.

Starfish Click-to-Communicate

Call functions include the following:

- Dial call
- Drop call
- Hold call on an incoming call
- Resume call
- Transfer call
- Conference call
- Join calls
- Create a new case on incoming call
- Navigate to specific pages on incoming call



Solution Benefits

- Saves time and money with caller information instantly available on-screen pops.
- Increases productivity so that CSM agents and help desk staff can handle more calls.
- Improves caller satisfaction with faster and more efficient service.

Starfish Click-to-Communicate

Key Features

Multi-Vendor Communication Platforms

CTI drivers are available for Cisco Unified Communication Manager, Avaya Communication Manager and Microsoft Skype for Business

Extensive Set of CTI Functionality

Full call control capabilities include dial, answer, drop, hold, resume, transfer, conference, join and more.

Customizable Screen Pops

Screen pops can be customized to display relevant information retrieved from ServiceNow tables.

Contact Center Support

Fully integrated with Avaya Call Center Elite and Cisco UCCX/UCCE, including integration with IVR.

Embedded Call Logs

Calls are logged inside ServiceNow with detailed information on how calls were made and answered for cases, requests and incidents.

Configurable Workflows

Optionally, agent and helpdesk workflows can be configured based on business requirements to help users efficiently navigate and streamline their work.

Supported Platforms & Applications

Unified Communications & Contact Center Platforms

Avaya:

- Aura Communication Manager
- Aura Call Center Elite

Microsoft:

- Skype for Business

Cisco:

- Unified Communications Manager
- Unified Contact Center Express (UCCX)
- Unified Contact Center Enterprise (UCCE)