

# SIEBEL REAL-TIME DECISIONS



## KEY BUSINESS BENEFITS

- Identify relevant and profitable offers at the customer touchpoint and boost response rates by a factor of two and more
- Identify likely churners in real time at the customer touchpoint and improve retention by 50 percent and more
- Increase customer satisfaction through targeted and relevant treatment
- Increase call center agent satisfaction and productivity through better decision support
- Align multiple and often competing business goals

## KEY IT BENEFITS

- Meet high volume and high concurrency performance and reliability requirements through dynamically driven metadata and smart caching
- Reduce implementation costs through pre-built, best practice-based front-office integration
- Integrate with existing systems through standards-based component architecture and J2EE/XML infrastructure
- Minimize administration overhead through elimination of manual model maintenance

*In today's markets, organizations across industries are faced with a common set of business challenges. High customer turnover, shrinking customer wallet share, and a general failure of traditional marketing tactics are just a few of the challenges that are forcing organizations back to the basics. Traditional outbound marketing messages tend to reach customers unexpectedly and rarely address actual customer needs. Direct mail and email often get lost in a plethora of competing messages. Inbound customer interactions instead represent an underutilized opportunity for retaining customers and selling more products and services. Customers who are calling into a call center or browsing a Web site are engaged and ready to listen. They are granting permission to the organization to make effective use of their time. Moreover, their needs are transparent. Leveraging inbound interactions represents a unique opportunity to gain competitive advantage.*

### **Optimizing Every Customer Interaction at the Moment of Contact**

Oracle's Siebel Real-Time Decisions (RTD) solutions help organizations reap maximum value from inbound customer interactions by combining innovative predictive analytics technology with dynamic business and treatment rules. Part of Oracle's Siebel Business Analytics family of business intelligence solutions, Siebel RTD helps organizations become more insight-driven.

Siebel RTD optimizes customer-facing business processes by anticipating customer needs in real time and tailoring each interaction to the identified needs. It continuously observes and learns from ever-changing customer behavior and applies those insights to provide real-time decisions and recommendations at any customer touchpoint. During a customer interaction, whether it's in the IVR, in the call center, or on the Web, Siebel RTD will determine targeted marketing messages that are of the highest relevancy for a customer and are aligned with enterprise objectives. Siebel RTD leverages existing investments in customer management solutions and helps to improve both top- and bottom-line business performance by delivering the following benefits:

- Drives incremental revenues through improved cross-selling and up-selling
- Reduces acquisition costs and improves profitability through improved customer retention
- Reduces outbound marketing spend through more effective inbound marketing
- Reduces operating costs through more intelligent and streamlined business processes

### **High Performance Real-Time Decisioning Platform**

At the heart and core of the Siebel RTD platform sits a high-performance transactional server that delivers real-time decisions/recommendations at the customer touchpoint. The server is an automated analytical platform that both renders decisions within a business process and produces insights, creating actionable intelligence from data flowing through the process in real time. The server is built on a service-oriented J2EE architecture, providing noninvasive intelligence to all of the customer touchpoints and employees that function within the process.

The decision server combines a business rules and predictive analytics engine. In order to predict optimal recommendations for a given customer on demand at a touchpoint, the rules engine first determines the set of choices for which the customer is eligible. In the next step, the analytics engine predicts the customer's likelihood of accepting each eligible choice. In determining eligibility and likelihoods, the server uses a combination of the customer profile (such as demographics and behavioral measures) and real-time interaction information (such as call reason, type of service request, or Web click stream events). The server combines the acceptance likelihood with key business metrics (such as product margin or product availability associated with a marketing offer) to score and rank the set of eligible choices. This ranked set of choices is returned to the customer touchpoint (such as the Web storefront or Siebel Call Center application) for use/display to drive the best possible result in real time.

### **Driving Intelligent Customer Interactions with Advanced Predictive Analytics**

Siebel RTD solves the challenges faced in attempting to implement individualized customer treatment through traditional business rules, data mining, or statistical methods and learns from the outcome of each customer interaction in order to continuously improve future recommendations. Through unique self-learning and adaptive models, coupled with dynamic business logic, Siebel RTD enables organizations to optimize offer selection continuously and gain unexpected insights into changing customer behavior. Siebel RTD uses the most advanced predictive analytics technology available for real-time decisioning and incorporates many innovations over prior generations of rules-based, data mining, and real-time predictive solutions. Unique features include:

### **Timely and Relevant Customer Treatment**

Siebel RTD determines the right message at the right time and place. As soon as a customer is identified or an anonymous prospect is observed in an inbound channel and whenever new information becomes available during an interaction, Siebel RTD will determine the most appropriate treatment. At all times, Siebel RTD will take the most up-to-date knowledge of the customer relationship and context of the current interaction into account to form intelligent decisions, based on learnings derived from historic customer interactions.

### **Self-Learning Predictive Analytics**

Siebel RTD solutions are fully automated, requiring no manual offline model building and training or retraining of predictive models. In contrast to traditional data mining solutions, Siebel RTD automatically learns from each customer interaction by autonomously updating its predictive models in real time. Not only does this reduce administration overhead, but it also eliminates the lag time between availability of new data, model retraining, and deployment. Learnings become immediately available for subsequent predictions that drive high-value interactions.

### **Complete Enterprise Alignment**

Siebel RTD allows organizations to manage competing and often conflicting business goals that may change over time. Multiple business objectives, such as increasing revenue, improving customer loyalty, and decreasing costs can all be aligned in a single Siebel RTD application. Siebel RTD takes into account multiple business metrics when scoring offers and other choices and optimizes its decision accordingly. Siebel RTD also reflects and respects the need of individual business units to get their products and offers “into the mix” in an equitable manner. It predicts and manages the impact of decisions on multiple key performance indicators and enforces impression guarantees and other enterprise constraints.

### **Balanced Business- and Model-Driven Decisioning**

Siebel RTD enables a balance between user-defined business rules and predictive models based on observations and learning. Subject matter experts can express their knowledge of the business in the form of declarative logic while taking full advantage of model-driven decisioning. This enables a progressive deployment of analytics into business processes by replicating “business as usual” while demonstrating benefits of model-driven decisioning.

### **Multi-channel Support**

Channels usually show varying response characteristics. Predictive models that naively “pool” channel data are based on incorrect assumptions. And solutions that provide separate analytic “silos” for each channel are ineffective. Siebel RTD provides partitioned learning models that support true multi-channel decision applications using a common set of decision logic, while maintaining a single consistent implementation.

### **Time-Aware Learning**

Customer behavior changes over time. Self-learning predictive models should reflect this fact and not account for all of the customer interaction history equally. Siebel RTD maintains a sliding time window that only models current customer behavior. The more recent customer interactions are, the higher they will factor into the model and prediction process. In effect, Siebel RTD “forgets” about older customer interactions that do not reflect current customer behavior.

Pre-built for Siebel CRM, Siebel RTD capabilities are fully leveraged in Siebel’s industry-leading customer adaptive CRM solutions. Pre-built applications provide

out-of-the-box, best-practice integration with both Siebel Marketing and Siebel Call Center. The applications feature out-of-the box applets for displaying real-time recommendations in the call center agent interface. Integration with Siebel Marketing enables marketers to drive closed-loop inbound and outbound marketing activities while continuously tracking drivers of offer response behavior in real time.

Integration Support for Any Touchpoint Siebel RTD is designed to plug into any business process and provide real-time decisions. Built on a service-oriented architecture (SOA) using industry-standard J2EE application servers (such as Weblogic, WebSphere, and JBoss), Siebel RTD solutions integrate easily into a wide range of Web-based, client-server, and mainframe-based architectures through industry standards such as XML, SOAP, and JDBC.

### **Summary**

Siebel Real-Time Decisions delivers tremendous ROI by enabling companies to manage churn proactively and grow revenues organically, leveraging the huge untapped potential inherent in customer initiated interactions. Siebel RTD uses a unique combination of real-time predictive analytics and dynamic business logic to determine optimal messages that continuously adapt to changes in customer behavior and are completely aligned with business objectives. Featuring a next-generation, service-oriented real-time decisioning platform, Siebel RTD provides solutions that deliver real-time decisions across channels and touchpoints.

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