

# CUSTOMER SELF-SERVICE SOLUTIONS FOR BUSINESSES IN COMMUNICATIONS

## KEY FEATURES

- Simple end customer registration
- Account consolidation which provides a single view of account relationship for end customers and internal users
- Delegated hierarchical access control administered by the end customer
- Immediate bill history (13+ months) upon enrollment
- End customer analytics to provide insight into the customer's account relationship
- Unbilled activity
- Contract management
- Real time decisioning for customer messaging and marketing
- End-to-end commerce
- Common service transactions
- Update profile
- Multi-lingual support
- Paper turn-off (or on) features
- One-time and user defined auto-debit payments
- Report a payment
- Provide customer specific alerts and notifications
- Prevent unauthorized access to sensitive information with user roles & permissions
- A/R Integration
- Integration with existing SSO
- Flexible UI to model your portal standards

*It's all about ME! We are living in a Self-Service world. Everywhere we turn on the Internet, it's about "Me" - My Business, My Mail, My Place, My Music. "MyWorld" is all about taking advantage of the Internet to bring value to your customers. With more than 125 million online active users and enabling 3 to 5 times the adoption rates of competing solutions, Oracle's Self-Service solutions are best poised for this new "MyWorld" Internet connectivity revolution.*

Are you embracing this new revolution with offerings that cater to today's 'web savvy' businesses? It's time to think about transforming your customer contacts to deliver a superior, value-added solution that will keep your customers coming back for more. With increased adoption rates you will enjoy the highest return on investment for your solution while substantially deepening your customer relationships.

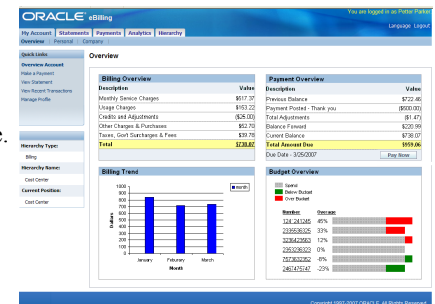
### Transforming Your Customer Contacts

Think about why your business customers seek interaction with you on an ongoing basis? Common interactions such as statement questions, account analysis, questions related to unbilled activity, making a payment, add/change/disconnect service, contract renewals, equipment inquiries and purchases, among other common service transactions are the primary reasons why customers typically contact you. Even though information for each customer may be unique, the process, policies, and procedures for providing a response for the top contacts are repetitive. The reoccurring characteristics of these top contacts are well positioned to be handled online. So why are you still answering the phone, sending paper bills, and receiving lockbox payments?

Many industry reports cite Internet adoption in the United States to be over 80% of businesses, but typical online billing, analytics, payment, commerce, and service solutions for business communications have a drastic ranges adoption typically between 10-50%. So why such a variance?

Your business customers have been spoiled by leading sites on the Internet that are intuitive, easy to use, and provide all the information they need. To date, low adopted communication focused Customer Self-Service solutions have not followed lessons learned from the leading Internet sites. When evaluating your solution, how would you rate your website's ability to:

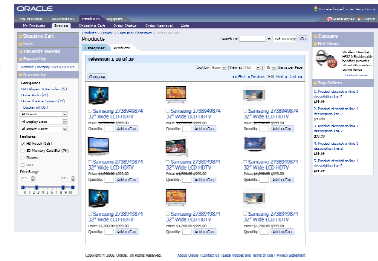
- Find anything the user needs within 1-2 clicks with a consistent, integrated look and feel across the portal
- Easily find links to the top 15 reasons why a business customer contacts you
- Allow your business customers to regulate access to their data as they define their organization through hierarchical control
- Provide extensive analytical capabilities on demand within the hierarchy rules setup by your customer
- Provide quick access to common service and commerce transactions
- Provide more billing information than the user would ever need
- Provide quick access to understand unbilled activity
- Create renditions of the online statement that are printer-friendly
- Provide timely alerts and notifications
- Give the impression that the solution protects customer sensitive data



## Why Oracle?

- Oracle's solutions average 3-5x the customer adoption when compared to both internally built and vendor based solutions
- With the highest adoption in the industry, Oracle delivers the highest ROI of any solution in the marketplace
- There are over 125 million active, online users of Oracle Customer Facing Solutions
- Oracle's Customer Facing Solutions serve many different industries resulting in all solutions leveraging best practices initially developed for specific industries
- Oracle eBilling and ePayment will integrate with any ERP and CRM solution
- Average adoption of Oracle's eBilling and ePayment solutions range from 20-50% by Year 2
- Users of Oracle's Customer Facing Solutions are 60-90% less likely to contact the Call Center
- Intuitive UI mirrors superior online experience that consumers expect

The reality is that the traditional “competition” rules have changed. Not only are you compared to other communication providers, but you are also competing with the leading Internet sites when it comes to online usability and functionality. If you do not deliver a similar “MyWorld” experience, your customers will not adopt your solution.



## Why Does Adoption Matter?

For businesses who enroll for online billing, turn-off paper statements, pay online, and seek answers to their questions online; **the communications company stands to gain hundreds to thousands of dollars/business/year**. Variance of the return on investment is governed by the size of your customer and is measured by evaluating the fully burdened costs to:

- 1) Answer the phone when the customer calls
- 2) Print, package, and mail paper statements
- 3) Process lockbox-based payments

First-generation solutions that have been built internally or purchased have traditionally provided low adoption rates resulting in limited or no impact to operating margins. Only when companies take advantage of customer centric Self-Service technology do they realize a large percentage of business customers adopting the solution and recognize a noticeable impact to overall operating margin.

## The Oracle Solution

Oracle's Customer Self-Service solutions were architected with the end user in mind. Realizing that usability tied to meaningful functionality was the key to driving adoption, Oracle's solutions are focused on delivering “MyWorld” functionality to our customer's customers.

Delivering a “MyWorld” solution means that we focus on the top 15 + reasons why a business customer will contact you. We then look to put most, if not all, of those contact points online, within 1-2 clicks. By presenting this dashboard approach to a customer's specific relationship with you, they are receiving a personalized experience that is intuitive and easy to use.

Key functionality such as providing web and print-friendly bills, and years of history gives assurance to the customer that they will no longer need to receive paper statements. Having easily accessible answers to a customer's most common questions prevents that customer from calling your Call Center as they know that they can receive accurate & consistent information online, 24/7. Providing user-defined online payment capabilities helps the customer take control of how and when they pay. End to end commerce solutions for the customer to understand all contract and equipment options enable the customer to make informed decisions for all available options.

With over 125 million cross industry users, the Oracle offerings are by far the leader in Customer Self-Service. **Our solutions deliver 3-5x the adoption rates** of competing offerings which results in the highest Return On Investment for our customers. Your business cannot afford *not* to embrace the “MyWorld” internet connectivity revolution.

Proven Solutions. Empowered Customers. Highest ROI. To learn more about how to transform your customer contacts and increase adoption in this “MyWorld” internet connectivity revolution, visit our website at:

[www.oracle.com/goto/self-service/index.html](http://www.oracle.com/goto/self-service/index.html)

Copyright 2007, Oracle. All Rights Reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.