

Siebel 8.1.1 Communications, Media and Energy

Siebel 8.1.1 ensures a consistent and seamless customer experience across channels for your mission critical sales and service processes.

The Siebel 8.1.1 Communications, Media and Energy (CME) release introduces the next evolution of Siebel CRM applications for the communications, media and utilities industries. This new release features powerful customer self-service capabilities and customer-centric loyalty solutions that enable service providers to expand opportunities for additional sales while lowering service costs through advanced ordering and billing management.

Key Solution Components

Siebel CME 8.1.1

- Oracle Enterprise Search
- Siebel Customer Order Management Administration Server
- Siebel Quote and Order Capture
- Oracle Applications Server 10.1.3

Optional Components

- Oracle Real-Time Decisions
- Siebel Chat
- Siebel Asset Management
- Siebel Marketing
- Siebel E-mail Response
- Oracle Self-Service E-Billing

Self-Service E-Commerce and E-Support

With the rapid growth of Internet users, online transactions are reshaping the way customers interact with service providers. Numerous studies show that more than 70% of Americans use the Internet everyday for personal and business use, making self-service applications critical for success.

By building upon Siebel's Customer Order Management capabilities, Siebel E-Commerce 8.1.1 for Communications allows commercial product rules defined for the employee facing applications to be extended to the self-service application. The net result empowers customers to experience consistent offerings across multiple channels. Siebel E-Commerce for Communications also includes pre-built processes to support the most common industry specific operations. Customers can initiate service activation requests and make initial changes to their existing services and equipment online like modifying features and options, changing equipment and bundling, re-bundling and de-bundling scenarios. Typically, subscribing to a new service plan and purchasing the corresponding equipment requires a complex series of steps and decision points that create obstacles for customers and increase the need for a live customer service agent. Intuitive and guided flows found in Siebel E-Commerce 8.1.1 simplify the ordering process, and improve click-through performance of customer self-service orders. The end result reduces incoming calls to the customer support center.

Throughout the online interaction, intelligent recommendations are made available to the user based on pre-defined rules and/or historical patterns observed in other similar customer interactions. Seamless integration with Oracle's Real-Time Decision (RTD) engine improves customer satisfaction by presenting the right offer at the right time to the customer. This capability dramatically maximizes the average revenue per user (ARPU).

Today's Internet savvy consumers want more control over their transactions and they demand the flexibility of easily accessing and managing their account(s) at anytime, anywhere. Siebel E-Support 8.1.1 enables customers to do things like: search a knowledge base, locate a branch, chat with an agent, submit and track service requests and pay bills, all through the web self-service channel. Highly scalable, standards-based Siebel E-Commerce and E-Support 8.1.1 applications leverage Siebel CRM business logic to ensure information consistency across all channels.

Billing Management

Siebel Communications, Media and Energy 8.1.1 solutions provide customer-facing employees with a unified customer view to address all billing inquiries. Application benefits include decreased operating costs along with increased user adoption. Additionally, by extending billing information to the self-service channel, end customers can quickly and easily interpret complex bills. They can enrich statements with personal and company information and leverage a powerful analytics engine to conduct complete analysis of their billing statements.

Siebel 8.1.1 is integrated with Oracle Communications Billing and Revenue Management (BRM) based on the framework of Application Integration Architecture (AIA). With this integration, internal and external users can view monetary and non-monetary balances, unbilled usage, bills, payments, and adjustment history. Users can also submit payments directly into the customer relationship management system. Adjustment requests are captured at the event level and upon approval, the request is routed to BRM for processing.

Customers are now empowered to choose how they wish to receive billing information from their service providers. As service providers seek to drive costs out of their business and work to promote stickiness amongst their customer base, they are increasingly looking to dynamic online self-service bill payment and presentment functionality to fulfill these objectives.

Pre-Paid Services Support

This release of Siebel Communications 8.1.1 introduces new functionality for managing pre-paid services – a large and growing segment that has historically been defined as a high-volume, low ARPU market segment. As a result, new pre-paid features were built to execute pre-payment in a high performing, scalable and cost-effective manner. The inclusion of standard support for the most common pre-paid service processes such as account balance, usage inquiry and top-up, represents additional opportunities for business process optimization on the part of service providers.

Advanced Ordering

Siebel Communications 8.1.1 includes a powerful bulk order enhancement that provides the agility to perform mass order generation, resulting from bulk purchases or business-to-business marketing promotions. As a result, service providers experience improved operating efficiencies while eliminating the need for manual data entry. In addition, consistent product rule enforcement and robust exception management capabilities significantly reduce the order fallout rate.

Summary

With the new release of Siebel 8.1.1 for Communications, Oracle provides a best-in-class CRM solution specific to the Communications, Media and Utilities industries that ensures seamless and integrated process flows and a superior self-service experience. The CRM solution harmonizes front and back office processes, while optimizing total cost of ownership through pre-built integrations. This allows faster time-to-market and improved order accuracy between customer relationship management and billing systems.

CONTACT US

Customer experience is critical in the marketplace, and with new features and critical enhancements found in Siebel 8.1.1 for Communications, Media and Energy, organizations can dramatically improve customer satisfaction levels, maximize profitability, and deliver the most personalized and consistent customer experience at every point of interaction via any desired channel. To learn more, please visit our website at www.oracle.com/applications/crm and our CRM Blog at: <http://blogs.oracle.com/crm> or call 1-800-ORACLE1 to speak to an Oracle representative.