

SIEBEL E-SUPPORT 8.1.1



KEY FEATURES

- Knowledge Management
- Service Request Management
- Web Survey
- Branch Locator
- Order & Asset Tracking
- Integrated Chat
- E-mail Response Integration
- Profile Management
- Multi-site Administration

Oracle's Siebel Self-Service applications extend CRM to where customers congregate and enable organizations to cultivate more loyal and profitable customers. Delivering an engaging personalized experience across multiple channels, Oracle Self-Service 8.1.1 is designed to help businesses more effectively sell to and serve their customers. Siebel E-Support 8.1.1 reduces operating costs by empowering customers to access information when needed, thus improving the customer service experience and overall customer retention.

Transact Consistently Across Channels

Customers expect the same level of service from your organization, whether interacting with a salesperson in person, talking with an agent over the telephone or via web chat, or performing a transaction online. Siebel E-Support 8.1.1 applications transform this expectation into reality by sharing contextual information to provide seamless transitions between self-service and assisted-service. Siebel E-Support 8.1.1 empowers customers to help themselves by providing them with the same online tools and content as used by contact center agents. Customers can search the agent's knowledgebase, log and update service requests, track assets and orders, or access the latest product and account information.

With Siebel E-Support 8.1.1, customers have multiple touch points with agents through different channels at the same time. Chat integration with Siebel Contact Center 8.1.1 offers not only online interactions between a customer and an agent but also the ability for the agent to push a Web page to the customer and to see all relevant contextual information about the customer.

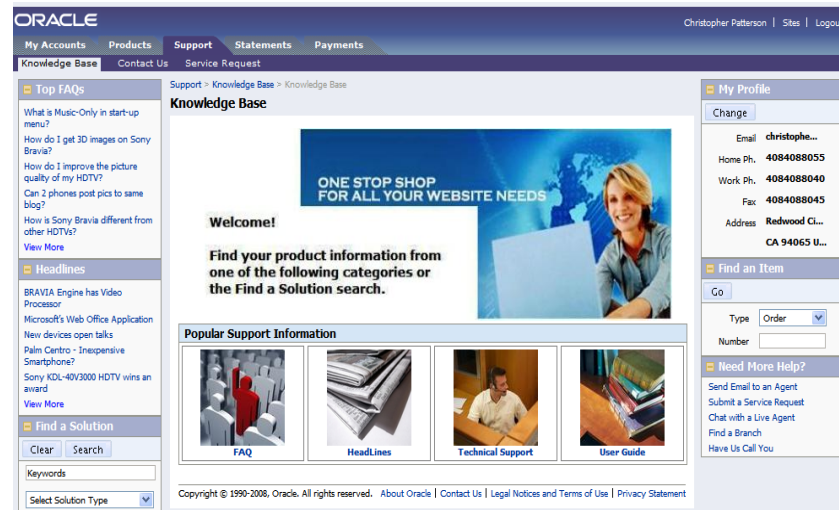


Figure1. Siebel E-Support Knowledge Management for Online Users

**ORACLE SIEBEL
E-SUPPORT BENEFITS**

KEY BENEFITS:

Customer

- Convenience
- Faster service resolution

Deploying Company

- Increase customer loyalty
- Call deflection cost savings
- Open standards based
- Multi-channel integration with Oracle Contact Center On Demand, and the Siebel CRM product suite

OTHER ORACLE SIEBEL

SELF-SERVICE

APPLICATIONS

- Oracle Siebel E-Commerce 8.1.1
- Oracle E-Billing 6.0

Improve Business Agility While Lowering Costs

Companies can respond more quickly to changing market and competitive dynamics with Siebel E-Support 8.1.1 product. E-Support is a newly architected, standards-based self-service product that leverages Oracle Fusion Middleware technology to deliver the next-generation rich web application that is easier to extend and brand within a company's web portal. Using open standards, companies can more quickly and easily bring innovation to market at the lowest possible cost to the organization.

Embedded best practices and business processes built into the Siebel Self-Service 8.1.1 offerings increase business agility. Siebel E-Support 8.1.1 provides more consistent and agile customer service rules by administering them once and deploying them anywhere across your organization. In addition, a business analyst can manage multiple sites, each with a different look and feel to suit the needs for a specific customer segment.

Enriched User Interface

The intuitive and interactive user interface attracts customers to the service area within your portal. There, they can do things like leverage advanced search capabilities, browse for news, view user-rated information, manage their account and download solutions quickly. They can transition to assisted service by chatting with an agent, sending the agent an email or submitting a service request - all within the same portal. Siebel E-Support 8.1.1 extends existing CRM investments by delivering consistent service that reduces cost and complexity across websites and contact center applications.

Bottom Line

Customer experience is critical in the marketplace, and with new features and critical enhancements in Siebel E-Support 8.1.1, organizations can dramatically improve customer satisfaction levels, maximize profitability, and deliver the most personalized and consistent customer experience at every point of interaction. 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.

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