

ORACLE®

SIEBEL
CUSTOMER RELATIONSHIP
MANAGEMENT

ORACLE®

SIEBEL
BUSINESS ANALYTICS

INFORMATION OPTIMIZES SALES

Uniquely Configure Complete Transportation Products

Siebel Transportation Solution Set for Operational Excellence

For transportation companies seeking to grow long-term customer loyalty and value while generating cost savings that go straight to their bottom line, Oracle offers the Siebel Transportation Solution Set for Operational Excellence. This flexible solution enables transportation companies to provide the highest-quality customer service, produce greater customer value, and optimize and automate transactional customer service processes with less capital and labor.

Siebel Transportation Solution Set for Operational Excellence enables trucking, shipping, rail cargo, and third-party logistics companies to sell to, market to, and serve customers across multiple business units, transportation modes, and geographies. By using Siebel's proven set of industry-specific best practices, customer relationship management (CRM) applications, and market-leading analytics products, companies are empowered to provide complete transportation solutions that are uniquely configured to meet the needs of each customer.

ORACLE®

Optimize Your Customer Interactions

“With the Siebel solution, we have solved the problem of not communicating with our customers in one voice. We now have a 360-degree view of our interactions with customers, which enables us to target them more effectively.”

Wolfgang Schmitz
Senior Vice President
Business Excellence
and Development
Lufthansa Cargo

The Siebel Transportation Solution Set for Operational Excellence enables transportation companies to provide the highest-quality customer service, produce greater customer value, and optimize transactional processes with less capital and labor.

Streamline Freight Claims Management

A seamless claims management process spanning the entire transportation network improves customer satisfaction and service by providing shorter claims processing times, timelier customer communication, and decreased processing errors.

Provide Integrated Customer Self-Service

Integrated customer self-service lowers the cost of servicing customers by providing them with options for typical customer service transactions such as shipment tracking, billing, payments, claims management, price/availability queries, and order placement.

Create a Comprehensive, Consistent View of the Customer

Unify customer information across multiple business units, geographies, transportation modes, and functionally disparate systems to create a single comprehensive customer relationship history. Minimize time, money, and other resources spent on customer data management while enabling service agents to offer faster, highly personalized, and more-effective service.

Provide Employee Support

A self-service help desk platform enables employees to file and track mileage allowance and expense reports, service requests, and safety training classes. This reduces the cost of employee support processes around education, expense management, and communication and support.

Increase Order Accuracy

Provide a single automated and integrated order management system allowing companies to create, validate, and manage quotes and orders across the entire order lifecycle. Eliminate incorrect orders and order fallout by making sure that products and services are correctly configured and available before the order is confirmed.

Avoid Inconsistent Claims Handling

Traditional Freight Claims Management

Most transportation companies have labor-intensive, manual, paper-based claims-management processes that hamper efficiency and productivity. Inconsistent claims handling, compounded with settlement times in the 30-to-60 day range and limited collaboration and coordination throughout the transportation network, result in increased costs per claim and low customer satisfaction.

Siebel Delivers Superior Claims Service

The Siebel Transportation Solution Set for Operational Excellence delivers an enterprisewide claims platform that helps organizations speed claims resolution times, ensure smooth

hand-offs between claims constituents, and improve overall customer satisfaction with the claims process. Providing superior claims service strengthens customer trust and loyalty and creates cross-sell and up-sell opportunities, all of which contribute to a transportation solution provider's success.

The claims management process with Siebel Transportation Solution Set for Operational Excellence supports the entire claim lifecycle from claim report through settlement and analytics. It enables customers to log and track claims on the Web. And it accelerates claims-processing by automating manual tasks such as customer correspondence and escalation.

Customer service representatives can capture a claim via telephone or e-mail automatically with Siebel Service, which also routes the claim through any escalation or settlement. Research into customer entitlement and shipment information is easy with integrated Siebel Contracts. Customers can file a claim and track claim progress on the Web with Siebel eService. Siebel Business Analytics analyzes claim and settlement trends. With the Siebel solution, claims are generally resolved within five to seven days.

Create Long-Term Customer Loyalty

The Siebel Transportation Solution Set for Operational Excellence helps transportation companies deliver consistent, world-class service while driving down operational costs through greater productivity and reduced overhead. By providing fast and easy access to information related to claims, service contracts, service requests, and payment, Siebel applications from Oracle help organizations provide a consistently superior customer experience across all channels and geographies.

Other Siebel Transportation Solution Sets

- Multichannel Selling enables transportation companies to optimize their sales processes and intelligently segment and market to their customers, resulting in increased sales force efficiency and improved up-selling and cross-selling.
- Real-Time Enterprise Business Intelligence enables transportation companies to utilize timely, complete, and relevant intelligence to drive superior business performance and build competitive business advantage.

CONTACT US

For more information on Siebel transportation solutions, call **+1.800.ORACLE1** to speak to an Oracle representative, or visit oracle.com/industries/travel_transportation

Select Siebel Transportation Customers

- Burlington Northern
- Santa Fe Corporation
- CHEP
- CSX Technology, Inc.
- Delmas
- DHL
- Ingram Barge
- Lufthansa Cargo
- Schneider International
- Transcore Commercial Services
- Union Pacific Railroad Company
- UPS

Power in Numbers

- Of the four largest U.S. railroads, three are Siebel customers.
- Of the three largest global package delivery giants, two are Siebel customers.



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