

SIEBEL UNIVERSAL CUSTOMER MASTER



KEY FEATURES

- Improve cross-sell and up-sell efforts
 - Provide a complete picture of the existing customer relationship
 - Streamline business processes
 - Enhance your customers' experience
 - Provide targeted, differentiated customer service
 - Eliminate manual rework caused by bad data
 - Reduce costs by centralizing the management of customer data
 - Comply with stringent privacy and regulatory requirements
 - Improve risk management
- Aggregate customer risk exposure across product lines and business units

Part of Oracle's Siebel Customer Data Integration (CDI) solutions, Universal Customer Master provides comprehensive functionality to manage customer data over the lifecycle: from capturing customer data, to cleansing address and spelling, identifying potential duplicates, consolidating duplicates, enhancing customer profiles with external data, and distributing the authoritative customer profile to the operational systems.

Take the complexity out of maintaining clear, accurate customer data.

Universal Customer Master (UCM) is a comprehensive customer data hub that unifies customer data across multiple business units and functionally disparate systems.

UCM is software solution that takes the complexity out of maintaining clear, accurate customer data to provide a trusted, authoritative source of customer information across the enterprise Using pre-built integration components, the application takes the complexity out of the manual maintenance of clear, accurate customer data.

Manage Customer Data Throughout the Entire Life Cycle

UCM provides comprehensive functionality to manage customer data over the lifecycle.

UCM manages captures and manages customer data by cleansing address and spelling, identifying potential duplicates, consolidating duplicates, enhancing customer profiles with external data, and distributing the authoritative customer profile to the operational systems.

Comprehensive Functionality

UCM captures comprehensive industry-specific information about persons, companies, organizations, and households, and allows you to model rich relationships among these entities.

This software's robust cross-referencing and unique universal ID generation help you to identify and link the profiles of the same customer across multiple applications. In addition, source data and history store information about the evolution of the customer profile over time. You can audit or restore the historical version of a customer profile from any point of time in the past.

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