

Business & Enterprise North East Uses Next-generation CRM in Bid to Boost Value to Local Businesses



Business & Enterprise North East
Seaham, England

Industry:
Public Sector

Employees:
345

Oracle Products & Services:
Oracle CRM On Demand

Implementor:
Oracle Consulting

“Oracle CRM On Demand gives us a complete, out-of-the box customer management solution at a predictable, monthly per-user price. It is critical to our ability to help boost economic productivity in the North East.” – Gary Slater, Head of Business Systems, Business & Enterprise North East

Created in 2007 from the merger of four local organizations, Business & Enterprise North East (B&ENE) is part of the United Kingdom’s nationwide and government-funded business support network that helps entrepreneurs and businesses start up and grow. The creation of B&ENE represents the first step to delivering a truly regional business support service that will enable more businesses to achieve their goals and contribute to the region through creating employment and prosperity.

One of nine such organizations in the United Kingdom, B&ENE uses Oracle CRM On Demand to manage and record more than 35,000 customer interactions each year. The organization worked with Oracle Consulting to configure Oracle’s flexible service, marketing, and analytics capabilities to B&ENE’s specific needs, deploying the solution within five months. Additional modules, built by Oracle Consulting during the implementation period, have enhanced case management.

B&ENE’s 160 office-based staff and 140 field-based business advisors now have a 360-degree, up-to-date view of all customers in the database via Oracle CRM On Demand’s Web-based, intuitive interface, which enables them to track the results of marketing campaigns and awareness-building initiatives. Six months after go-live, B&ENE has seen improvements in service quality and staff productivity. As important, B&ENE has been able to help more companies while driving down costs.

Oracle CRM On Demand’s software-as-a-service model provided 85% of the functionality that B&ENE required out of the box and is less expensive and faster to implement than on-premise solutions. Fully hosted by Oracle and with a tailored support

Key Benefits:

- Achieved 85% of functionality requirements out of the box
- Designed and deployed the system in five months
- Ensured rapid adoption by staff after minimal training
- Achieved a single, up-to-date view of 50,000 client records for 300 users
- Leveraged configurable software to build specific functionality
- Enhanced intelligence for decision makers
- Set to boost the region's Gross Value Add from 8% to 13% in two years
- Ensured regular refreshes and upgrades
- Accelerated time to value by 12 months

contract, Oracle CRM On Demand eliminates the need for the organization to hire specialist skills and ensures 24/7 systems monitoring and regular refreshes and upgrades. Knowledge transfer by Oracle Consulting has made the Business Systems team self-sufficient in configuring the applications to build incremental functionality, as required.

B&ENE's 300 customer-facing staff quickly became productive users of Oracle CRM On Demand after minimal training and have endorsed the system as being the right platform on which to build a proactive, customer-centric business. The organization is eager to drive continuous efficiencies and will leverage Web 2.0 applications in future releases to drive online collaboration and interactivity with customers.

Single-source Solution and Support

Prior to the creation of a regional organization, each of the four local units was operating its own platform and processes based on multiple, proprietary, and in-house-developed solutions. Regional development agency One NorthEast wanted to capitalize on the economies of scale created by the merger with a comprehensive, yet rapidly deployable, customer relationship management (CRM) solution that would help B&ENE meet quality targets set by government and local authorities. Delivered as a subscription-based service, Oracle CRM On Demand offers unparalleled CRM functionality with low up-front costs, minimal risk, and ongoing technical and business consultancy from a world-leading vendor.

Advancing Toward Real-time CRM

Oracle CRM On Demand provides B&ENE with a single online database for all 50,000 client records and enables customer-facing staff to access a customer's case history in seconds. Consistent handling of all requests for information, diagnostic support, or the services of a specialist broker have improved response times. Analysts use the system's embedded intelligence tools to interrogate call and visit statistics and identify the most successful and cost-effective marketing activities.

"Oracle CRM On Demand allows us to log and track customer interactions much faster," said Gary Slater, head of business systems, B&ENE. "It used to average one week for us to record meetings and outcomes on the database. Within two months of go-live, we had reduced this timeline to 48 hours."

Delivering Unparalleled Development Flexibility

B&ENE has used Oracle's high degree of configurability to build new functionality modules. It has created automated, workflow-routed project management processes to ensure that customers are given timely advice or access to services. Up-to-date statistics from Oracle CRM On Demand are fed into B&ENE's data warehouse to enable analysts to identify successful initiatives, flag areas in which more resources are needed, and track progress against key performance indicators (KPIs). B&ENE plans to use the enhanced management information capabilities planned for future releases to build dashboards, giving decision-makers daily updates on key metrics.

Powering North East's Productivity Rise

The newly created B&ENE has been tasked by the regional development agency with helping to increase the North East's Gross Value Added (GVA), the contribution made by the region to the United Kingdom's economy compared with the national average. The region's GVA increase in 2006-2007 was 8% — a figure that the organization would like to see rise to 13% by 2008-2009.

"Oracle CRM On Demand combines best-of-breed CRM with the flexibility to configure the applications to our changing requirements and challenges," Slater said. "It helps empower staff and business advisors as we transform service delivery and structure services around customer needs."

On Demand Accelerates Time to Value by 12 Months

Oracle's software-as-a-service delivery model has reduced IT cost of ownership for B&ENE while improving reliability, scalability, and performance. A tailored service level agreement provides the organization with rapid response support to avoid disruption to business in the event of system failure. In the six months since go-live, there has been no unplanned downtime. Scheduled maintenance takes place at times when B&ENE is not using the system and is always communicated well in advance.

"On-Demand has put us 12 months ahead of where we would have been with a comparable on-premise CRM solution," Slater said. "It also frees our Business Systems team from the

responsibility of infrastructure and software management and enables them to focus on value-added activities that benefit our customers.”

Access to Continued Innovation

Web 2.0 technologies in the next release of Oracle CRM On Demand will further enhance information sharing and collaboration for B&ENE, both internally and with customers. The organization plans to leverage social networking capabilities to build Web-based communities and share new intelligence via wikis and blogs. It will also use Web 2.0-based features to give customers self-service access to basic information we hold about them, so that they can keep their records up to date.

“Oracle’s commitment to continuous innovation for Siebel CRM applications will enable us to know and serve our customers better and improve return on investment (ROI) in the longer term,” Slater said. “Oracle is a strategic enabler of our goal to become one of the best-performing business and enterprise support organizations in the United Kingdom.”

Why Oracle?

B&ENE conducted a review involving all incumbent CRM providers to the four local organizations and determined that Oracle On Demand, featuring Siebel CRM applications, offered the best functionality, fit, and value.

Implementation Process

Oracle Consulting built a prototype solution in 14 days, which was configured to meet B&ENE’s requirements. It then developed, deployed, and rolled out the system to 300 users in five months.

The organization resolved early technical challenges related to integrating online analytical capabilities into Oracle CRM On Demand using the services of a specialist Oracle partner, which built the software in four weeks. Following training by Oracle Consulting, the Business Systems team now has the skills to develop additional functionality without external assistance.

Advice from Business and Enterprise North East

- Choose software from a global leader committed to continuous innovation in order to gain the fastest ROI and best long-term value
- Buy software and support from a single vendor to streamline time to value and give yourself “one throat to choke”

Business & Enterprise North East is a government-funded organization that provides independent and impartial advice, consultancy, diagnostic, and brokerage services to help businesses in the North East of England start up, survive, and grow.