



Experian QAS  
London, England  
www.qas.co.uk

**Industry:**

Professional Services

**Employees:**

320

**Oracle Products & Services:**

Siebel CRM

**Implementor:**

Oracle Consulting

**“Oracle’s Siebel Sales empowers us with the insight and processes to capitalize on business opportunities, make smarter, faster sales decisions, and extend our successful business model worldwide.”** – Ian Holly,  
Head of Technical Business Services, Experian QAS

**Experian QAS Leverages Siebel Sales Platform to Drive Annual Revenue Growth**

Leading contact data management software and services provider Experian QAS helps customers drive maximum business value from their data. More than 10,000 organizations across all market sectors use QAS solutions to optimize data quality and accuracy.

**Challenges**

- Maximize sales effectiveness by accelerating the sales process, leveraging cross- and up-sell opportunities, and gaining real-time lead and pipeline visibility across all channels
- Gain a complete, up-to-date lifetime view of each customer
- Run real-time analyses of revenue and profit margins and share timely, usable intelligence across the enterprise for improved forecasting, planning, and strategic decision making
- Build a sales, marketing, and customer management framework that the company can replicate globally to meet target annual revenue growth

**Solution**

- Replaced end-of-life legacy system with Oracle’s Siebel Sales to automate and optimize every stage of the customer lifecycle
- Chose Siebel Sales for its scalability, and rich and extensible functionality
- Rolled out the application to 300 presales, postsales, marketing, customer service, and technical support agents across the United Kingdom
- Consolidated all client data and transaction details into a single, complete, online record, available to users simultaneously
- Used Siebel Sales’ predefined, yet configurable processes and industry-specific tools to create an end-to-end integrated sales, marketing, customer service, and support framework
- Leveraged Oracle’s Siebel Sales to build a complete marketing and sales platform to manage all customer-facing processes from initial contact to sign-up and invoicing as an integrated process flow
- Capitalized on Siebel Sales’ configuration toolkit to streamline the annual software license renewal process, thereby maximizing repeat business—which accounts for 60% of Experian QAS’ revenue
- Gained the ability to adapt processes to meet evolving customer needs and new industry standards
- Leveraged the implementation and technical expertise of Oracle Consulting to cut time to value for major upgrades and projects