



La Poste
Paris, France
www.laposte.fr

Industry:

Travel & Transportation

Annual Revenue:

US\$15.3 billion

Employees:

191,000

Oracle Products & Services:

Siebel CRM
Sales Force Automation
Call Center & Services
Siebel Business Analytics

“We have piloted Oracle’s Siebel-based dashboards at all levels of commercial stream management, enabling us to monitor sales activity in real time and optimize marketing campaigns through a single, unique, integrated solution.”

– Elizabeth Guillon, IS Sales and Decision-Making Projects Manager, La Poste

La Poste Implements Solution to Better Understand Customers

French Postal Service, La Poste, is a leader in neighborhood services and a trustworthy third party source for physical couriers and electronic interchanges. The state-run company delivers letters and parcels and offers financial services through its Banque Postale subsidiary. La Poste serves some 3.5 million clients a day at some 17,000 postal outlets and processes about 25 billion pieces of mail yearly. The Courier Division commercial stream manages a portfolio of 900,000 clients through a sales force of 1,000 people and seven telesales floors.

Challenges

- Understand customers better and share knowledge among the players in the customer relationship (sales force, customer service, marketing) through all sales channels
- Structure and standardize sales processes nationally
- Implement a global customer relationship management (CRM) tool able to manage customer processes—including SFA (Sales Force Automation), telesales call center management, customer service, marketing campaigns, and operational piloting—across the organization
- Standardize and facilitate sales activities that align with overall sales strategy

Solution

- Deployed Oracle’s Siebel CRM solution and Siebel Business Analytics to 3,000 users
- Optimized sales activities—including monitoring, opportunity management, and contract development—in more than 40 regional mail departments
- Customized dashboards for various users in management, marketing, and sales departments
- Implemented across all levels of management—offering a consolidated view of sales activity (including real time monitoring of turnover) over all sales channels and for all customer profiles
- Used Siebel Business Analytics to provide statistics for marketing agencies, enabling more effective targeting of fundraising campaigns
- Integrated contract management with the back office to strengthen sales force productivity