



Radiotelevisione Italiana (RAI)
Rome, Italy
www.rai.it

Industry:

Media & Entertainment

Annual Revenue:

US\$4.5 billion

Employees:

10,000

Oracle Products & Services:

Siebel Communications Service
Siebel SmartScript
Siebel Email Response
Siebel Analytics CRM
Siebel Executive Analytics
Siebel Answers
Siebel Communications, Media & Energy Service Analytics
Siebel eService

Oracle Partner:



GST S.p.A.
www.gstspa.it

“Making the information process more fluid and interactive so we can respond to customers’ demands faster—this was the primary goal of implementing Oracle’s Siebel applications.” – Dr. Giuseppe Biassoni, ICT Manager, Radiotelevisione italiana (RAI)

Radiotelevisione Italiana (RAI) Improves Customer Care and Business Insight with Integrated Data

Radiotelevisione Italiana (RAI) holds an exclusive license for public radio and television broadcasting in Italy, with television, radio, satellite, and digital cable channels. RAI divisions include television editorial, new media and digital cable editorial, radio editorial, commercial publishing, broadcasting, and administrative staff.

Challenges

- Enable integrated multi-channel customer care service via telephone, Web, and e-mail
- Improve customer management processes and increase customer satisfaction
- Create a single reference and point of access to information on programming and television licenses
- Gain greater insight into customers demands, problems, and behaviors

Solution

- Improved quality of and access to critical customer data, enabling faster and more effective service
- Centralized information on programming, scheduling, and subscriptions, and made it available in real time to give a faster response to customer’s requests and provide customers with personalized offers
- Enabled interactive responses to requests and inquiries through the Web portal with Siebel eService
- Optimized customer-facing operations