



SNCF
Paris, France
www.sncf.com

Industry:

Travel & Transportation

Annual Revenue:

Less than US\$7 billion

Employees:

238,000

Oracle Products & Services:

Siebel Loyalty
Siebel Contact Center
Siebel Marketing
Siebel Analytics

Oracle Partner:

Accenture
www.accenture.com

“Thanks to Oracle’s Siebel CRM applications, we are in a position to propose—via all sales channels—offers tailored to clients in our loyalty programs.” – Cyril Garnier, Development Management, Customer Relationship Management Services Division, SNCF

SNCF Improves Customer Satisfaction and Loyalty with Customer Relationship Management Solution

SNCF, the European rail transport leader, manages more than 320 million passengers each year and 135 million tons of freight. As part of its effort to optimize client services, SNCF has joined S’Miles, the multi-trade name loyalty program. Its subsidiary, CRMServices, is a strategic link between loyalty and marketing and enables the company to reach 3.5 million clients through targeted promotions.

Challenges

- Ensure multi-channel (internet, telephone, etc.) and multi-product management within SNCF’s loyalty programs
- Provide teleconsultants with a comprehensive view of clients
- Implement targeted marketing campaigns and effective sales promotions to influence client choice and enhance customer loyalty

Solution

- Worked with Accenture, an Oracle Partner, to deploy Oracle’s Siebel CRM applications to approximately 200 users in less than seven months
- Implemented Siebel Analytics to drive call center activity and facilitate processing of correspondence, e-mail, sales portfolios, turnover, and sales
- Provided a comprehensive view of client information across all sales channels—optimizing client interactions
- Improved customer lifecycle management and gained the ability to define customized offers and promotions, such as private sales on the Web
- Achieved a substantial increase in the up-sell rate
- Allowed the company to develop and modify loyalty programs quickly and easily without involvement from IT staff
- Distributed 1 million discount tickets since the Siebel implementation
- Increased client satisfaction by 5%
- Migrated to Siebel 8.0—improving SNCF’s ability to plan and execute personalized sales initiatives