



Verizon Wireless  
Basking Ridge, N.J.  
www.verizonwireless.com

**Industry:**

Communications

**Annual Revenue:**

US\$38 billion

**Employees:**

67,000

**Oracle Products & Services:**

Siebel CRM Self Service  
Siebel Communications Billing  
Manager  
Siebel Communications Billing  
Analytics

**“To keep pace with customer growth, it is critical that we enable Web self-service. Oracle’s Siebel CRM Self-Service has enabled us to provide effective and convenient service, while reducing costs.”**

– Alan Varrasso, Director, Verizon Wireless

**Verizon Wireless Achieves Significant Cost Savings, Enhances Service with Online Account Management**

Verizon Wireless is a communications industry leader in customer loyalty in the United States with more than 62 million customers. A joint venture of Verizon Communications and Vodafone, Verizon Wireless is a leader in wireless voice, data, information, and entertainment services. It is the largest wireless data provider in the U.S. based on revenues, and has the most customers of any wireless brand.

**Challenges**

- Enhance customer satisfaction and loyalty
- Increase account management and operational efficiency with customer centric solutions
- Increase profitability by expanding the use of self-service options

**Solution**

- Implemented Oracle’s Siebel CRM Self Service and Siebel Communications Billing Manager to empower business and consumer customers to manage billing and account-related activity online
- Delivered a single, comprehensive view of the account to CRM agents and to customers, ensuring quality, and accurate service
- Reduced invoice printing and mailing costs through electronic bill presentation
- Reduced contact center costs for every call diverted to the self-service option on the Web site
- Gained the ability to enhance customer care, resulting in improved satisfaction and loyalty
- Leveraged Oracle’s Siebel Communications Billing Analytics to offer customers enhanced analysis of costs and usage
- Enabled efficient integration with back-office systems
- Provided a flexible solution to meet unique customer needs