



Whirlpool Corporation
Benton Harbor, MI
www.whirlpoolcorp.com

Industry:

Retail & Distribution

Annual Revenue:

US\$18 billion

Employees:

73,000

Oracle Products & Services:

Oracle Business Intelligence Suite
Enterprise Edition
Oracle Marketing Analytics
Siebel Contact Center

“With Oracle, Whirlpool business units are capitalizing on the integration between our business intelligence, call center, and marketing solutions to drive revenue creation and customer loyalty incentives. Previously, our organization spent millions on outside vendors and time to market was slow. Today, we have a solution that enables us to rapidly serve millions of customers worldwide.” – Thomas Mender, Manager, Sensus BI & Campaign Management, Whirlpool Corporation

Whirlpool Corporation Enhances Customer Service and Saves Millions Optimizing Marketing Programs

Whirlpool Corporation is the world’s leading manufacturer and marketer of major home appliances, with more than 70 global manufacturing and technology research centers. The company markets *Amana, Brastemp, Bauknecht, Jenn-Air, KitchenAid, Maytag, Whirlpool*, and other major brand names to consumers in nearly every country around the world.

Challenges

- Centralize customer information to optimize business processes
- Allow the organization to manage marketing campaigns internally
- Align customer data with call center capabilities to enhance service and capitalize on sales opportunities

Solution

- Implemented Oracle Business Intelligence Suite Enterprise Edition to deliver companywide visibility into customer information
- Eliminated data redundancy and enhanced data accuracy by consolidating three siloed customer databases into one common data set
- Gained holistic view of information by customer, household, and Whirlpool asset while retaining all transaction information
- Established “closed loop” marketing response capabilities and provided call centers with enhanced tools to upsell customers by integrating Oracle BI Suite Enterprise Edition with Oracle’s Siebel Contact Center
- Accelerated marketing campaign introductions to capitalize on market trends quickly
- Extended the system to the Service Contract, and Customer Loyalty teams