

SIEBEL ENERGY



KEY FEATURES

- Capture and validate complex order information for myriad of services and products
- Order, modify, and disconnect services using robust tools
- Configure and view bundled products via an intuitive hierarchical or icon-based user interface
- Automatically decompose sales orders into work order elements that can be shared with multiple provisioning systems
- Provide agents and customers access to updated information about order status
- Automatically escalate delayed orders to ensure that service is delivered on time, in accordance with service-level agreements
- Record, assign, monitor, and manage customer trouble tickets
- Manage information regarding common equipment and facilities installed at the customer premises
- Present and manage customer billing information
- Design and execute loyalty and retention marketing campaigns
- Identify and proactively manage credit-challenged customers, and minimize losses due to nonpayment
- Create and manage complex sales contracts and service agreements
- Deliver online billing and manage online payment
- Profitably and efficiently manage all aspects of field service operations

Oracle's Siebel Energy is a comprehensive suite of business applications that allows energy and utility service providers to manage sales, marketing, and customer service across all communication channels and points of customer contact, including the Web, call center, field sales and service, and resellers.

Tailored Solution for Energy and Utility Companies

Working in close collaboration with some of the world's leading energy and utility companies, Oracle has extended the Siebel Customer Relationship Management (CRM) architecture to design and deliver prebuilt functionality to address some of the energy and utility industry's most critical business challenges, including

- Efficient customer acquisition, retention, and customer value management
- Complex sales and contract management capabilities
- Capture, validation, and management of accurate service orders
- Support for complex service account and billing hierarchies, premises, and service points
- Accelerated integration with billing, enterprise resource planning, and customer information systems (CIS) to enable rapid service activation and a comprehensive view of each customer relationship
- Acceleration of time to market and revenue
- Efficient management of and collaboration with channel partners

The Siebel Energy solution is specifically tailored for energy and utility companies, including electricity, gas, and water distribution companies; competitive energy and water retailers; wholesale energy marketers; transmission grid and pipeline operators; facility, equipment, and waste management service providers; and metering companies. Industry-specific functionalities provided by Siebel Energy out-of-the-box include

- Customer order management
- Work orders
- Trouble tickets
- Premises management
- Billing management
- Loyalty and customer value management
- Credit management

- Contract management
- Self-service
- Field service

Capture and Validate Customer Orders

Siebel Quote and Order Capture for Energy allows users to capture and validate customer orders for energy and utility products and services. The application manages business rules for product eligibility and compatibility and automates the process of creating an accurate quote for a bundle of products and services and generating syntactically correct order information for submission to back-office billing and provisioning systems. This powerful functionality enhances sales efficiency dramatically, shortens service delivery cycles, and reduces the number of orders rejected due to entry errors.

Optimize Sales Orders into Work Orders

Siebel Work Orders allows service providers to decompose and optimize each sales order into one or more work orders, based upon criteria such as service provider, due dates, or other customer-specified requirements. When combined with the Workflow Manager and Policy Manager product option, this component provides full visibility of all work orders, regardless of owner, to keep track of order status and ensure that due dates are met.

Manage Customer Trouble Tickets

Siebel Energy Service allows service agents to record, assign, monitor, and manage customer trouble tickets, such as outage management, to their timely resolution.

Siebel Energy can present and manage outage information from various integrated outage management systems. This functionality improves service providers' ability to proactively resolve trouble tickets and deliver responsive, superior service. With Siebel Energy Service, companies can

- Use a unified platform for recording, assigning, monitoring, and managing customer trouble tickets to resolution
- Associate parent and child trouble tickets for more-efficient trouble tracking and resolution
- Make service information available on a permission basis across all customer touchpoints
- Analyze trouble tickets across the enterprise to identify patterns and initiate programs to improve responsiveness and quality of service

Manage Equipment on Customer Premises

Siebel Premises allows energy and utility companies to manage information regarding common equipment and facilities installed at the customer premises.

Using this information, companies can

- Better track customer network assets, such as transformers, meters, and service points

- Prequalify service orders for new customers
- Increase the efficiency of field service technicians working onsite

Present and Manage Customer Billing

Siebel Billing Management serves as a common interface for performing customer billing functions, such as addressing billing inquiries, issuing adjustments or credits, requesting duplicate invoices, or changing billing preferences. Siebel Energy can present and manage customer billing data from multiple integrated billing systems. This provides energy and utility companies with a comprehensive view of all billing transactions, obviates the need to train agents on multiple billing systems, and dramatically improves agent productivity. With Siebel Billing Management, energy and utility companies can

- Track customer billing information and payment history
- Query billing information from billing systems in real time
- Manage billing adjustments and repayment plans
- Enable Web-based bill presentment and payment

Identify and Act On Customers Vulnerable to Churn

Siebel Loyalty helps sales and customer service professionals to proactively identify customers vulnerable to churn (customer turnover), deliver highly targeted marketing offers designed to retain them, and increase their lifetime value. Using Siebel Loyalty, energy and utility companies can

- Design and execute loyalty and retention marketing campaigns, based on predictive churn scores
- Import customer data from back-office billing, CIS, and churn management systems into Siebel Energy, for marketing campaigns and analysis

Identify and Proactively Manage Credit-Challenged Customers

Siebel Credit Management allows service representatives to identify and proactively manage credit-challenged customers, and minimize losses due to nonpayment. Through integration with legacy credit applications, service representatives can identify customers with past-due bills, request and accept payment, create adjustments and installment payment plans, and disconnect delinquent accounts.

Create and Manage Complex Contracts and Service Agreements

Siebel Contracts for Energy allows service providers to create and manage complex sales contracts and service agreements. Using Siebel Contract Management, when sales representatives close a sale, they can quickly generate the appropriate contract using previously collected quote information and apply standard terms and conditions and service discounts. This functionality dramatically increases sales efficiency and accelerates the service delivery process.

Deliver Online Billing to Consumers and Business Customers

Siebel Self Service and eBilling and Payment solutions help build strong customer relationships while significantly reducing the cost of customer service. For residential customers, utilities are leveraging the solutions to enable online billing, one-time and recurring payments, usage analysis, online service requests, online adjustment requests, and convenience payments. Business customers are also benefiting from consolidated billing and approval workflow capabilities. These solutions are delivering dramatic benefits, including

- Reduced customer service costs via call center deflection
- Increased customer satisfaction
- Reduced printing, mailing, and payment processing costs
- Accelerated payment processing and improved cash flow

Efficiently Manage Field Service Operations

Siebel Field Service allows energy and utility companies to profitably and efficiently manage all aspects of their field service operations. Using Siebel Field Service, energy and utility companies can manage

- Field service activities
- Preventive maintenance
- Service inventory
- Dispatch and scheduling
- Invoicing
- Quotes and orders
- Shipping and receiving

Siebel Field Service is able to automatically assign the most appropriate field technician to a service request based on expertise, availability, geography, available equipment, or other criteria. Oracle's Siebel Field Service supports the latest advancements in handheld and wireless technology with the ability to synchronize local remote and central databases in real time. Energy and utility companies' field service personnel enjoy maximum flexibility by being able to use multiple devices depending on the situation.

Copyright 2006, Oracle. All Rights Reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.