

ORACLE REVELEUS ANALYTICAL CRM ADVANCED



ORACLE REVELEUS
ANALYTICAL CRM ADVANCED
HELPS YOUR BUSINESS
IDENTIFY FINE GRAINED
MARKETS FOR TARGETING,
DEEPER UNDERSTANDING
OF CUSTOMER AND
BUSINESS THRU RICHER
METRICS AND FORWARD
LOOKING CAPABILITY TO
MANAGE CHANGE IN THE
PORTFOLIO

KEY FEATURES

- Provides a complete and unprecedented 360° understanding of an individual customer's product relationships combined with transaction behavior enabling the most accurate customer decisions and proactive product targeting regardless of customer touch points.
- Provide a rich and detailed understanding of customer characteristics, transaction behavior and product lifecycles across your entire customer base and other sub-groups to improve marketing efficiency, achieve customer satisfaction and maintain customer loyalty.
- Prepares the business for finer and highly granular customer marketing actions based upon customer scoring and business forecasts derived from advanced predictive analyses.

Global competitive pressures and the accelerating pace of change have placed customer relationships at the center of every business. Only businesses that continuously develop their insight into customer behaviors and preferences across all touchpoints will be able to innovate and compete successfully. Oracle Reveleus Analytical CRM Advanced delivers the customer analytics that help you make informed and timely business decisions.

A New Era of Customer Relationship Management

Customer relationship management (CRM) in the 21st century must address critical questions:

- Who are the most loyal and most profitable customers?
- What are the drivers of customer behavior?
- Which customers are good candidates for cross-sell and up-sell?
- Which touchpoints are most effective in resolving customer issues and campaign success?

Oracle Reveleus Analytical CRM Advanced helps your customer needs drive your business with targeted and actionable customer analytics that enable informed and timely business decisions. It allows you to improve your business practices based on customer profitability analysis, product acquisition analysis, customer transaction analysis, customer satisfaction and retention analysis, and targeted campaign management.

Customer Analytics for the Financial Services Industry

Developed specifically for the financial services industry, Oracle Reveleus Analytical CRM Advanced provides a rich and detailed understanding of customer characteristics, transaction behavior and product lifecycles across the entire customer base. It allows for meaningful sub-groups to improve marketing efficiency and exceed customer satisfaction and loyalty targets. It provides a full set of business dimensions and performance metrics designed for financial services, along with predefined reports, baseline analyses, key performance indicators, and event alerts.

Create a Complete View of the Customer

Oracle Reveleus Analytical CRM Advanced provides a complete and unprecedented 360° understanding of an individual customer's product relationships combined with

KEY BENEFITS

- Generate a consolidated view of customers and products across multiple touch points through unified and centralized access to data.
- Make the most informed sales and marketing decisions through an exhaustive set of pre-configured dashboards and reports delivered on-demand, via Oracle Business Intelligence
- Drive greater insights on new business analysis, cross product holdings campaigns and response analyses.
- A comprehensive suite of integrated business portfolio, marketing and service analytics.
- Assess the impact of historical and hypothetical adverse scenarios through a centralized modeling framework that provides the flexibility to choose stress variables, shock types and time horizons.
- Reduce costs and improve marketing efficiency through improved customer retention and increased customer satisfaction
- Promotes quick reactions to changing market conditions and the latest bus

transaction behavior by consolidating customer information from enterprise database, transactional systems, customer touchpoints, and third-party information providers, etc. It enables the most accurate customer decisions and proactive product targeting regardless of customer touch points allowing users to “slice and dice” customer data for views that yield more information across dimensions. Based on comprehensive integration and flexible analysis, Oracle Reveleus Analytical CRM Advanced helps you understand critical issues, such as

- Characteristics that typify the most and least profitable customers
- Touchpoints preferred by the most and least valuable customers
- Product combinations selected most often by each customer segment and common sequences of product adoption
- Behaviors that flag accounts and customer relationships in danger of being lost
- Cost of contact and cost of creating a new customer relationship
- Factors that influence response rates across marketing programs
- Predictive Scores to rank order a customer on the basis of behavior drivers

Transform Insight into Effective Action

Prepares the business for finer and more highly granular customer marketing actions based upon customer scoring and business forecast predictive analysis. The tools and templates bundled with Oracle Reveleus Analytical CRM Advanced contribute practical and actionable insights into customer relationships. Oracle Reveleus Analytical CRM Advanced helps turn data into intelligent action by improving operational efficiency through strategic customer, segmentation, identifying high-value relationships for account development. The solution provides packaged support for important customer-related programs and allows businesses to identify the most effective ways to develop customer relationships and the costs and profits associated with efforts to retain and regain targeted customer segments.

Design Optimized Marketing Programmes

Oracle Reveleus Analytical CRM Advanced allows your service organization to track the customer experience across all touchpoints and understand the short-term costs and long-term benefits associated with different delivery mechanisms. Marketing professionals can use Oracle Reveleus Analytical CRM Advanced to design cost-effective marketing programs based on detailed customer profiles, demographics, and history of customer interactions.

Complete, Open and Integrated Modelling Platform

Oracle Reveleus Analytical CRM Advanced’ flexible design lets you constantly refine and extend the ways in which you monitor your customer relationships. Unlike customer relationship management systems with closed proprietary customer

RELATED PRODUCTS AND SERVICES

Oracle Analytic Applications for the financial services industry improve the consistency and accuracy of data, increase business performance, strengthen competitive advantage, and reduce the overall cost of regulatory compliance.

- Oracle Reveleus Basel II
- Oracle Reveleus Channel Analytics
- Oracle Reveleus Corporate Credit Risk
- Oracle Reveleus Operational Risk
- Oracle Reveleus Economic Capital Advanced

models, Oracle Reveleus Analytical CRM Advanced permits you to continuously add new data dimensions and performance measures to your customer analytics—without custom programming or disrupting production applications.

Oracle Reveleus Analytical CRM Advanced integrates your evolving insights with data drawn from legacy systems and third-party data feeds to create a compelling vision of the total customer experience. As you learn more about your customers, you can address unresolved customer issues more effectively and exploit previously unappreciated business opportunities.

Oracle Analytics for Financial Services

Oracle Reveleus Analytical CRM Advanced is a fully integrated part of Oracle Financial Services Software's best-of-breed solutions that share a consistent view of business data across independent applications. This integration allows marketing organizations that use Oracle Reveleus Analytical CRM Advanced to create targeted lists of likely prospects filtered through Oracle Reveleus Retail Credit Risk and identifies first-time buyers with profiles associated with a high risk of failure. This ability to extend marketing program risk analysis beyond standard credit scores demonstrates the ability of Oracle Reveleus Analytical CRM Advanced to apply dimensions of analysis from one application to another business context.

Contact Us

For more information about Oracle Reveleus Analytical CRM Advanced, please visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative or email us at financialservices_ww@oracle.com.

Copyright © 2009, Oracle and/or its affiliates. All rights reserved.



Oracle is committed to developing practices and products that help protect the environment

Copyright © 2009, Oracle and/or its affiliates. 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 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 is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.
0709