



Enhance the Consumer Experience

To stay ahead, OEM consumer electronics companies must deliver consistent, personalized, and superior customer experiences across all customer interaction channels. Oracle's proven suite of technology and applications enable you to track customer behavior and improve customer service.

Most OEM consumer electronics companies gauge success through supply chain efficiencies and how well they performed against measures such as forecast accuracy, order fill rates, and on-time deliveries. But times have changed. Leading OEM consumer electronics companies are constantly innovating to drive customer loyalty. To focus on consumers throughout the lifecycle, there is the need to have a single integrated view of consumers. This would enable consumers to buy and provide feedback however they would like, and provide them with timely response and first touch resolution experience. By harnessing the power of the Internet and delivering world-class customer service, Oracle helps you increase sales, reduce service costs, and improve customer satisfaction. Oracle applications help you:

- Know the consumer
- Take the customer's order however they want to do business
- Resolve issues quickly and efficiently

Know the consumer

Consumer knowledge is the lifeblood of the enterprise. The first step in providing the industry's leading experience, is to gain insights into consumers throughout the lifecycle. This requires a single source of information that consolidates data from all aspects of your business.

Oracle's Customer Data Hub enables you to gain a complete 360 view of consumers. It is a fully integrated customer data management solution that centralizes, de-duplicates, and enriches your customer data. It provides a unified, reconciled, single source of high-quality customer data that unifies fragmented information without disrupting existing business processes and IT investments that you have already made. Data can be continuously synchronized with all source systems, unifying all operational and analytical systems. The Oracle Customer Data Hub lets you manage the complete customer data lifecycle centrally. It allows you to be proactive with consumer lifecycle events like end of warranty/support, and promotions. With a hub managing the master customer identity, every departmental function, today and into the future, can capture transaction activity against the same record. This will help to improve reporting accuracy, employee productivity, reliability of customer analytics, and day-to-day customer relationships.

Take the customer's order however they want to do business

Empowering customers to place orders through multiple channels has a direct and positive impact on the consumer experience. To achieve this, Oracle applications enable you to automate multi-channel order management processes to ensure orders are captured and processed accurately.

"Oracle's Siebel business applications provide a clear, detailed picture of each customer relationship. They enable employees to identify and communicate instantly with any team member involved in a sales deal and to share information."

Véronique Zoccoletto, CIO, Lectra

It allows closed-loop order capture by ensuring that customers buy and provide feedback, however they would like, across multiple channels like web, phone, retailer, and re-seller. The application is architected to efficiently capture orders from all of these sources to lead to seamless consumer experience and satisfaction.

Resolve issues quickly and efficiently

It is a challenge to resolve all customer issues satisfactorily at the minimum cost and effort. Unresolved customer queries eventually amount to erosion of customer base and incremental revenue. Oracle's customer service applications enable you to provide personalized service and quick resolution across all customer-interface channels. Oracle's leading edge, transformational, Customer Relationship Management (CRM) multi channel service applications let you automate the entire issue-to-resolution process. It drives faster service resolution by standardizing service delivery processes and making all relevant information readily available to service reps. It routes customers to the service reps with the right knowledge, eliminating the need for re-routing. Process standardization ensures correct entitlement verification, issue categorization, call wrap-up, and security compliance. Service reps can access the complete customer data including installed products, contracts, invoices, orders and service requests. They can quickly view the service history, suggested solutions, contract renewals, upgrades, replacements for obsolete products, and cross-sell / up-sell opportunities. This helps improve service levels, increase service-driven revenues, decrease service costs, and prevent revenue leakage. Oracle's web-based self-service solution enables customers to create, update, and manage their own service requests. They can search for solutions through an online knowledge management repository or collaborate with other users on online forums. With customer self-service capabilities you can cut down on service costs without affecting customer service.

Oracle's end-to-end solution

Oracle is committed to the OEM consumer electronics industry. With Oracle you can deliver leading edge consumer experience, thereby increase consumer loyalty and lifetime value.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit http://www.oracle.com/industries/oem_consumer_electronics

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.

Did you know?

- **All of the top 25** Electronic OEMs run Oracle Applications (Electronic Supply & Manufacturing)
- **8 of the top 10** Semiconductor companies run Oracle Applications (Electronic Business)
- **14 of the top 25** High Tech Distributors run Oracle Applications (Electronics Supply & Manufacturing)
- **All of the top 10** Fabless Semiconductor companies run Oracle Applications (Fabless Semiconductor Association)
- **8 of the top 10** Electronic Manufacturing Services (EMS) companies run Oracle Applications (Manufacturing Marketing Insider)
- **22 of the top 25** Software companies run Oracle Applications (Software Magazine)
- **9 of the top 10** Consumer Electronic companies run Oracle Applications