

# SIEBEL RETAIL



## KEY BENEFITS

- Deliver targeted, value-added messages to customers
- Create and execute internet-based marketing campaigns
- Measure, monitor, and track campaign success in terms of response rate, revenues, return on investment, and lead quality
- Identify and capitalize on emerging trends in key markets and focus marketing and sales efforts on the highest-yielding market segments
- Give sales associates the tools they need to better manage relationships with their best customers
- Quickly present even complex information to the customer, configure solutions, and provide accurate customer-specific prices
- Track customer service requests, leverage prior solutions, and provide resolutions quickly and accurately
- Manage, synchronize, and coordinate all customer interactions over multiple communication channels
- Profitably manage all aspects of field service operations
- Manage vendors, franchise stores, and service providers as extended virtual sales and service organizations

*Oracle's Siebel Retail helps retailers attract, engage, and retain profitable customers, with integrated marketing, sales, and customer service applications that support all stages of a customer's relationship with a retailer. By using Siebel Customer Relationship Management (CRM) applications, retailers can provide a seamless, consistent, and highly personalized customer experience in every channel.*

### **Share Customer Information Among Marketing, Sales, and Service**

Retail is undergoing a transformation. Decades spent pursuing operational excellence has set the stage for changes in retail economics and business practices. Retailers that can respond to increasing customer diversity and demand, find growth within saturated marketplaces, reinvent themselves with the local customer in mind, and make strategic choices based on detailed customer information are the retailers that will participate profitably in the new retail marketplace.

Siebel Retail meets the needs of a broad range of retailers and is based on a proven, configurable, and highly scalable architecture that is fully Web-based, provides support for multiple computing platforms, and delivers a high total value of ownership. Through the use of a common architecture and data model, customer information is shared seamlessly among marketing, sales, and service organizations.

### **Plan and Execute Effective Targeted Marketing**

Effective targeted marketing is essential to acquiring, growing, and retaining customers. By using Siebel Marketing, retailers can improve their brand image and increase customer loyalty by delivering targeted, value-added messages. Siebel Marketing enables organizations to go beyond an end-to-end approach that aligns campaigns with target audiences. With Siebel Marketing, retailers can plan and execute highly personalized campaigns; use preferred communication channels; and measure, monitor, and refine campaign performance to ensure optimal return on investment. Additionally, Siebel eMarketing enables retail organizations to create and execute internet-based marketing campaigns to identify and acquire new customers.

### **Develop and Refine Marketing and Sales Strategies**

Oracle Business Intelligence Applications for Retail provides extensive prebuilt market, customer, product, and geographical analyses, empowering retailers to develop and refine their marketing and sales strategies. Customer analysis provides in-depth profiling information, enabling organizations to better understand their customers' preferences, buying behaviors, and purchasing frequency, as well as their revenue and profitability. By integrating customer information from multiple

external and internal sources, including point-of-sale systems into a prebuilt, upgradable and open data warehouse, retailers can identify and capitalize on emerging trends in key markets and focus their marketing and sales efforts on the highest-yielding market segments.

### **Measure, Monitor, and Track Campaign Effectiveness**

With Oracle Business Intelligence Applications for Retail, retailers can measure, monitor, and track campaign success in terms of response rate, revenues, return on investment, and lead quality. Oracle Business Intelligence Applications for Retail provides rich reporting and analysis with prebuilt reports and powerful ad hoc query and reporting, within the standard Siebel Web browser user interface. Marketers can immediately identify where their efforts should be focused through summary dashboards, which calculate preset data values and summarize them in concise paragraphs. With Oracle Business Intelligence Applications for Retail, retailers can dynamically generate presentation-quality briefing reports covering sales trends, product performance, and campaign effectiveness.

### **Give Sales Associates the Tools to Manage Customer Relationships**

Siebel Sales enables commission-based retailers to sell collaboratively across geographies, time zones, and currencies, and scales to meet the needs of even the largest global deployments. With Siebel Sales, sales associates can manage their best customers in a clienteling environment and easily produce customer communications such as personalized invitations, thank-you notes, letters, and other correspondence.

Retailers can use Siebel Sales to seamlessly share information across stores, districts, or regions—to manage sales pipelines, easily configure products and services to meet customer needs, and provide superior after-sales service and support. In short, Siebel Sales gives sales associates the tools they need to better manage relationships with their best customers. With Siebel Sales, retail sales associates can

- View customer details, such as transactional information or personal preferences/information gathered through clienteling
- Capture and track all detailed customer activity across all points of contact
- Track key customer-related events such as birthdays, anniversaries, or other special days for potential gift-buying or other marketing/selling opportunities
- Focus on high-value customers/shoppers

Siebel eSales helps retailers develop customized product and service offerings that meet customers' unique requirements and expectations. Siebel eAuction facilitates unassisted selling over the internet.

### **Address Customer Needs with the Most Current Information**

The sales associate's job is to generate revenue by educating customers and helping them understand how the retailer's products and services align with customers' needs. Unfortunately, this critical role of customer influence is often overlooked in the online world.

To be effective, Web-based selling needs to mirror the steps that take place in a traditional brick-and-mortar environment, including needs analysis, trade-offs, pricing, and order taking, where appropriate. To continuously improve this process, customer behavior needs to be captured and analyzed so organizations can understand and improve selling effectiveness. Deployed within an organization, Siebel Customer Order Management solutions reduce the need for time-consuming and costly employee training on products and service information by enabling employees to quickly present even complex information to the customer. Internal employees can use this product and service information to quickly and accurately address customer needs with the most current information. Designed from the customer's perspective, Siebel Customer Order Management solutions power sites that offer customer-centric interactive online advice, catalogs, or configuration to maximize the value of every customer interaction. Whether they are configuring the ideal solution or choosing the right product, customers find instant, expert advice every step of the way.

Deployed externally to Web customers, Siebel Customer Order Management solutions empower customers to help themselves, increasing satisfaction with the final decision. All information is centralized, so customers can interact through any channel, at any point in the decision cycle, and enjoy a continuous, consistent experience.

### **Provide Superior Customer Service**

Siebel Service guides and assists customer service professionals through the entire service process, enabling them to better serve and satisfy their customers. Customer service representatives can use Siebel Service to track customer service requests, leverage prior solutions, and provide resolutions quickly and accurately, as well as to immediately route customer inquiries to the most appropriate agent based on the agent's training, expertise, and availability. Additionally, Siebel Service ensures that each service request is resolved within the agreed-upon time, using automated workflow and escalations to route, monitor, and resolve each inquiry.

### **Coordinate Interactions over Multiple Communication Channels**

Siebel Contact Center is designed for the next generation of contact centers, enabling organizations to provide world-class customer service, generate increased revenue, and create a closed-loop information flow seamlessly over multichannel sales, marketing, and customer service operations. Siebel Contact Center empowers agents at every level by providing up-to-the-minute information and in-depth customer and product knowledge. This approach enables quick and accurate problem resolution and generates greater selling opportunities.

With Siebel Contact Center, agents can manage, synchronize, and coordinate all customer interactions over multiple communication channels such as the Web, telephone, fax, e-mail, interactive voice response (IVR) systems, and voice over IP (VoIP). Using Siebel Contact Center, company personnel become customer relationship managers, combining support over a broad range of products and services and adding value by proactively informing customers about targeted

offerings that meet their requirements. Benefits of the Siebel Contact Center include

- Call center-based SmartScripts that enable sales associates and service personnel to consistently and effectively meet customer needs
- Built-in workflow and escalation processing that ensure consistent completion of all customer transactions, whether sales- or service-related, or tiered-based on customer value
- A unified and comprehensive view of customer information across both the organization and multiple legacy systems

Siebel Universal Queuing allows retailers to further optimize their contact center resources and ensure that customer queries over all communication channels are addressed according to their priority to the retailer. Siebel Universal Queuing manages and blends multiple communication channels in real time. The software tracks customer interactions and intelligently determines where to route each item and in what priority sequence. Channels managed include telephone, e-mail, fax, page, wireless messaging, VoIP, Web collaboration, and Web chat.

### **Manage all Aspects of Field Service Operations**

Siebel Field Service allows organizations to profitably manage all aspects of their field service operations. Using Siebel Field Service, retailers can manage preventive maintenance, “break/fix” service events, service inventory, dispatch and scheduling, warranties, invoicing, return materials authorizations (RMAs), quotes and orders, shipping and receiving, and advanced parts exchange. Siebel Field Service enables retailers that provide in-home delivery or service to monitor the performance of these operations as they relate to their customers, so the retailer maintains a seamless and consistent relationship with the customer across multiple touchpoints.

### **Optimize Relationships with Channel Partners**

Siebel eChannel is a Web-based partner portal that enables retailers to maximize the revenue-generating capacity of their global distribution channels, while lowering overall costs—allowing retailers to manage vendors, franchise stores, and service providers as extended virtual sales and service organizations. With Siebel eChannel, retailers can manage cooperative marketing funds, co-marketing or co-branding opportunities, and service requests from the appropriate channel partner—and then track performance on all assigned items. Additionally, Oracle’s Siebel eChannel lets channel partners browse product and pricing information, configure solutions, and generate online orders, fully automating the entire partner/vendor relationship. Through all interactions, sophisticated security rules ensure that sensitive information is kept completely confidential.

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