

SIEBEL TRAVEL



KEY BENEFITS

- Provides consistent service across all channels
- Makes customer value actionable
- Reduces loyalty program operating costs
- Enables you to design multistage, multichannel, and event-triggered marketing campaigns
- Allows you to create personalized offers and targeted marketing messages
- Enables you to create and aggregate sales leads from all sources, including the internet, call center, and third-party sources
- Manages sales leads through the entire lifecycle
- Allows you to seamlessly share information on customers, services, competitors, and partners across field sales, telesales (contact center), and supporting organizations
- Enables customers to interact with the company via multiple channels without needing to restart the transaction, while ensuring that all team members are updated with the latest information on each interaction
- Empowers all employees with rich customer and operational insight, the power to measure their performance in real time, and the means to take immediate corrective action if necessary
- Enables you to effectively manage all partner interactions

Oracle's Siebel Travel enables airlines, travel agencies, car rental companies, and passenger rail firms to sell to, market to, and serve customers across multiple channels and lines of business. By using Siebel Travel's proven set of industry-specific best practices, CRM applications, and analytics products, travel companies can consistently deliver better customer experiences and achieve superior business outcomes.

Ensure Customers Choose Your Business

As the industry continues to undergo dramatic change, travel companies are looking for ways to survive and excel in a market characterized by intense price competition, reduced product differentiation, and decreased brand loyalty. To be successful in this environment, travel companies must first ensure that their costs are in line, and then focus on how to communicate the unique value that they provide to the customer in a manner that encourages the customer to choose them in a competitive situation.

Siebel Travel, a fully integrated suite of customer relationship management (CRM) and business intelligence applications, can help travel companies respond to these challenges. Designed specifically for passenger airlines, travel agencies, tour operators, passenger rail companies, and car rental companies, Siebel Travel enables organizations to deliver superior service across all communication channels, improve marketing and sales effectiveness, and achieve new levels of business and customer insight.

Optimize Loyalty Management and Marketing Processes

For companies seeking to optimize their customer loyalty management and marketing processes, Oracle offers the Siebel Travel Loyalty solution set, a packaged enterprise loyalty (frequent traveler) solution. Designed in conjunction with one of Europe's leading airlines, the Siebel Travel Loyalty application includes four key modules:

- **Loyalty Manager**—An employee-facing application that serves as the foundation for creating loyalty programs, enrolling members, building loyalty promotions, and managing loyalty transactions.
- **Loyalty eMember Portal**—A customer-facing application that allows members of a loyalty program to have instant and personalized access to their rewards, profile, and transaction history. The module also allows loyalty program members to redeem points over the Web for products or services.

- **Loyalty Partner Portal**—A partner-facing Web site that allows partners to participate in a company’s loyalty program. Using the portal, partners can enroll members, submit transactions, review joint promotions, and provide members with customer service based on up-to-the-moment information.
- **Loyalty Engine**—A highly scalable transaction engine that processes transactions, credits and debits a member’s points, moves a member up and down tiers, manages the expiration of points, and creates activity statements.

The Siebel solution provides functionality in all of the key product areas that make up the loyalty lifecycle. The solution enables companies to

- **Make customer value actionable**—With Siebel Travel, travel companies can dramatically improve the customer experience by better understanding each member’s lifetime value and tailoring service levels and promotions accordingly.
- **Provide consistent service across all channels**—Siebel Travel enables travel companies to provide consistent, seamless customer service across all touchpoints, from ticketing and check-in to security and baggage claim.
- **Increase the purchase of distressed inventory**—Siebel Travel enables travel companies to quickly create more effective last-minute promotions to help sell distressed inventory.
- **Reduce loyalty program operating costs**—Siebel Travel enables travel companies to significantly reduce the IT maintenance costs typically associated with loyalty programs.

Increase the Effectiveness of Marketing by Interacting with Customers

Within the travel industry, marketing organizations are under tremendous pressure to increase their effectiveness—a challenge that involves far more than improving the results of direct mail or telesales campaigns. The goal is to increase the quality and value of customer relationships by interacting with customers in a manner that reflects a deep understanding of their needs and preferences. For example, travel companies must be able to maintain a seamless, uninterrupted dialogue with customers across multiple channels and deliver personalized service every step of the way.

Siebel Travel Marketing features include

- A sophisticated graphical campaign design tool to create multistage, multichannel, and event-triggered campaigns
- Participation in multistage collaborative marketing efforts (promotional campaigns, events, and so on) and execution of these efforts across multiple channels
- Financial management and activity management tools to facilitate the planning and ongoing management of marketing programs
- Creation of personalized offers and targeted messages

- Measurement of return on investment for marketing promotions
- A powerful marketing server engine to deliver fast, flexible customer segmentation

Collaboratively Manage and Share Prospect and Customer Information

With Siebel Travel Sales, travel companies can sell collaboratively across geographies, time zones, and currencies. Airlines and travel agencies can use Siebel Travel Sales to seamlessly share information across sales teams, manage sales pipelines, rapidly create customer quotes and proposals, and provide superior after-sales service and support.

With Siebel Travel Sales, travel companies can

- More effectively share and manage prospect and customer information
- Create and aggregate sales leads from all sources, including the internet, call center, and third-party sources
- Manage sales leads through the entire lifecycle
- Automatically trigger sales follow-up activities to enforce a consistent selling methodology across all divisions and geographies
- Seamlessly share information on customers, services, competitors, and partners across field sales, telesales (contact center), and supporting organizations
- Enable customers to interact with the company via multiple channels without needing to restart the transaction, while ensuring that all team members are updated with the latest information on each interaction
- Provide management with insight into consolidated and detailed views of sales opportunities and pipeline progress to aid in coaching and process improvement

Unlock Information Value Hidden in Systems Across the Enterprise

To build business advantage, travel companies need to empower all employees with rich customer and operational insight, the power to measure their performance in real time, and the means to take immediate corrective action if necessary.

Oracle Business Intelligence Applications are an end-to-end next-generation analytics solution that provides all users with up-to-the-moment, actionable customer and business insight. The solution enables travel companies to unlock the information value hidden in systems across the enterprise—including financial management, human resources, supply chain, and CRM systems—enabling managers and front-line employees to make better decisions and take action.

Oracle Business Intelligence Applications include the following modules, which can be bought separately or in a suite:

- Oracle Sales Analytics
- Oracle Service Analytics
- Oracle Contact Center Telephony Analytics
- Oracle Order Management Analytics

- Oracle Marketing Analytics
- Oracle Partner Analytics
- Oracle Supply Chain Analytics
- Oracle Financial Analytics
- Oracle Workforce Analytics

By providing true self-service access to personalized and actionable intelligence through a pure Web and zero-footprint client, Oracle Business Intelligence Applications enable users throughout the extended enterprise to seize opportunities, correct problems, and proactively monitor key performance measurements.

Strategically Manage Your Alliance Network

Oracle's Siebel Partner Relationship Management is a comprehensive partner management platform that enables travel organizations to more effectively and strategically manage their alliance networks.

By providing a single platform for managing all partner interactions, Siebel Partner Relationship Management gives alliance managers and brand owners full visibility into the alliance community. It also enables brand owners to effectively manage the entire alliance lifecycle, from recruitment, registration, profiling, certification, joint planning, and execution through measurement and analysis of partner performance.

Siebel Partner Relationship Management includes three applications—Siebel Partner Manager, Siebel Partner Portal, and Oracle Partner Analytics—that help organizations maximize the revenue-generating capacity of all distribution and partner channels.

- Siebel Partner Manager—A comprehensive, employee-facing application that channel managers can use to address a wide range of complex issues related to managing and facilitating partner relationships and operations
- Siebel Partner Portal—A partner-facing application that facilitates seamless information sharing, enabling partners to manage interactions with the brand owner and joint customers
- Oracle Partner Analytics—Provides brand owners with powerful performance management capabilities and comprehensive analytic tools that enable the brand owner to analyze the performance of individual partners, partner segments, or the entire partner community

For more information on Oracle's Siebel Travel solutions, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com.

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