

# INFORMATION YOU CAN USE

PeopleSoft Enterprise Contact Center Solution



## **INFORMATION YOU CAN USE**

Every time customers contact you, they expect consistent, personalized service—no matter what channel of communication they use. The service you deliver to customers is an indelible part of your brand. At the same time, companies are stretching budgets and looking for every opportunity to control costs. And if that isn't enough, economic conditions and new regulatory constraints are pushing service operations to focus on revenue generation.

The way to successfully address these imperatives is to build a world-class service organization that drives customer satisfaction and loyalty, increases agent productivity to control costs, and turns every customer interaction into a revenue opportunity.

Oracle's PeopleSoft Enterprise Contact Center Solution makes reaching these goals a reality.

## Turning Service Interactions into Revenue Opportunities

Outbound telemarketing is becoming increasingly difficult, leading companies to focus on inbound contact conversion to generate incremental revenue. The point at which your customers contact you—by whatever communication medium—is the opportune moment to convert a positive service experience into a cross-sell or up-sell offer. PeopleSoft Contact Center Solution capitalizes on inbound calls by driving intelligent recommendations into the call-handling process, guiding customer service representatives to provide relevant offers that will most likely be accepted.

Our customer portfolio management leverages operational analytics and analytic tools to identify and segment customers, so you can see who is profitable, who has the highest propensity for revenue growth, and who is at risk.

Then you can define customer strategies based on these profiles and drive these strategies into every business process and customer interaction to maximize profitability. For example, a company may develop the following strategies for each level of customer:

- Platinum-level customers—Establish business rules to route platinum customers identified as “at risk of attrition” to CSRs who are trained to offer special promotions as a retention and revenue generation strategy.
- Gold-level customers—Establish business rules to offer a product or service upgrade as an up-sell strategy by using branch scripting to guide the CSR.
- Bronze-level customers—Establish business rules to generate cross-sell and up-sell offers via web self service and guide customers to this lower-cost channel.

Oracle’s PeopleSoft Enterprise Prescriptive Analytics uses a decision engine to make real-time business decisions at the point of customer interaction, based on the customer strategy. Alerts, which are driven by Prescriptive Analytics, can intelligently notify agents to make a cross-sell offer. These tools ensure that the right offer is made to the right customer at the right time to maximize acceptance rates. Then tools such as branch scripting and Real-Time Advisor guide agents through the offer delivery process. Finally, Oracle’s PeopleSoft Enterprise Order Capture streamlines the order process by automatically verifying credit, checking availability of inventory, and sending the charge to Billing for invoicing.

Real-time feed-back on your customer segmentation and profitability strategies is available, enabling you to fine-tune your interaction strategy for optimal revenue potential.

### Customer Portfolio Management

Customer portfolio management enables you to focus your CRM initiatives around a core customer strategy. Analyze your customers' value and overall profitability based on their total contribution, including actual value today, total potential value, and cost to service. You can then drive these customer strategies into each customer interaction to maximize revenue and long-term value.

Focus CRM activities around your core customer strategies:

#### Analyze

- Customer value
- Customer needs
- Individual customer economics
- Competitive landscape (for customer)
- See the company from the customer's perspective

#### Act

- Determine value-maximizing treatment strategies
- Design service treatments
- Recognize most valuable customers
- Make targeted, timely cross-sell and up-sell offers
- Guide low value customers to less expensive channels

## Increase Customer Satisfaction and Build Loyalty

Companies generate profits by creating deeper relationships with their most valuable customers. The ability to identify and manage customers based on their value and potential and to allocate service resources accordingly reduces defection rates among those customers you can least afford to lose.

The PeopleSoft Contact Center Solution is designed to help you build loyalty by providing highly personalized service delivery that exceeds your customers' expectations and sets you apart from the competition.

## **Complete Customer View**

CSRs know and understand the entire customer relationship, they're able to provide superior, personalized service—every time. PeopleSoft Contact Center Solution consolidates customer information from across your enterprise into a single 360-degree view, providing role-based access to a customer's profile, business relationships, service, and sales history. Even transactional data that resides outside of CRM, such as in Oracle's PeopleSoft Enterprise Supply Chain Management, Financial Management, and Billing, is presented in the 360-degree view so that CSRs are equipped to handle the full breadth of questions your customer may have. Your customers receive a consistent service experience, making them feel they are dealing with a company that is knowledgeable about and responsive to their needs.

## **Consistent Experience Across Channels**

This integrated multichannel solution enables your CSRs to manage phone, email, and chat conversations in a single user interface, providing your customers with a consistent experience across all channels. Underlying these multichannel capabilities is the Oracle's PeopleSoft Enterprise MultiChannel Framework, a powerful and flexible foundation that supports computer telephony integration (CTI), comprehensive email response management (ERMS), and chat capabilities.

## **Service Analytics**

Contact Management Solution delivers embedded analytics that enable you to measure how effectively your contact center is meeting corporate goals and customer needs for customer service. There are a number of analytic tools in Oracle's PeopleSoft Enterprise line for measuring performance and ensuring that you meet organizational objectives, including:

- Customer Scorecard, which analyzes your progress against customer-related goals by tracking key performance indicators (KPIs).
- Support Insight, which helps you analyze the effectiveness of your customer interaction center and track, evaluate, and improve your responsiveness to customer problems; measure contact center performance; and more.
- SmartViews, which lets you visualize, measure, and track customer segments or portfolios based on your most important value metrics.
- Profitability Insight, which evaluates and ranks which customers, products, and channels are the most profitable.

## **Customer Service Is Part of Your Brand Experience**

The PeopleSoft Contact Center is an integrated multichannel solution that enables your CSRs to manage phone, email, and chat conversations in a single user interface, providing your customers with a consistent experience across all channels.

## **Contact Center Solution**

In a high-turnover environment like a contact center, the ability to ensure consistency of service delivery and adherence to best practices can be a major challenge.

PeopleSoft Contact Center Solution's ability to intelligently guide or "coach" CSRs to take specific actions at specific times ensures an efficient and effective service experience.

## **Maximize Productivity and Manage Costs**

PeopleSoft Contact Center Solution can help you maximize productivity and manage costs by enabling your CSRs to work smarter and more efficiently and deliver prompt, consistent customer service across all communication channels.

### **Guided Interactions**

In a high-turnover environment like a contact center, the ability to ensure consistency of service delivery and adherence to best practices can be a major challenge. PeopleSoft Contact Center Solution's ability to intelligently guide or "coach" CSRs to take specific actions at specific times ensures an efficient and effective service experience. This is accomplished through:

- Prescriptive analytics, a real-time decision-optimization engine that incorporates customer data, customer segmentation strategies, and analytical insight into business processes that drive specified actions to help you achieve your customer service objectives.
- Recommended actions, which are driven by prescriptive analytics and include on-screen alerts, offer pop-ups, email notifications, and workflow to guide the agent.

For example, the prescriptive analytics decision engine could detect that a high-value customer is at risk and alert and guide the agent to deliver a special "valued customer" offer to the customer.

### **Knowledge Management—Solution Advisor**

One most commonly recommended action is to look up a suggested solution in the knowledgebase to solve a customer problem. The solution advisor provides comprehensive knowledge management that enables your CSRs to quickly deliver relevant and effective solutions to customer problems and enables your customers to resolve problems on their own via self service.

### **Business Processes**

These integrated process automation tools enable you to maximize efficiency and maintain operational consistency, because your support staff doesn't have to determine how best to handle various situations. By using tools that include workflow and business projects, you can create and implement a standard set of best practices that can be used consistently, according to business conditions. You can create and enforce business processes tailored to industry- or company-specific business policies.

Integrated business processes allow information and transactions to be more tightly linked between your contact center and your back-office systems, including supply chain, human capital management, and financial management. These enterprise integrations let CSRs rapidly and effectively handle customer issues, because all the information they need is in one place. For example, insurance organizations can seamlessly integrate the solution to back-office policy and claims management systems. This capability provides tremendous advantages for vertical industries in terms of solution deployment and cost, the ability to leverage existing technology, ongoing cost of ownership, and quality of customer service.

Examples of these predefined business processes include the following:

- Order capture—These integrations enable agents to capture customer orders efficiently based on solutions that meet real-time needs, while supply chain integration provides timely information about product availability and fulfillment.
- Billing—For organizations that bill for customer service, this product enables increased profitability by eliminating post-service billing disputes. Functionality includes:
  - The ability to invoice the customer for services rendered, whether or not a service agreement is in place.
  - Integration to Oracle's PeopleSoft Enterprise Billing for both one-time and recurring charges, including associated revenue recognition and automated recurring bill generation.
  - Customers can be invoiced on a per-incident basis or on actual time spent.
  - Ability to record time, material usage, and expenses in Oracle's PeopleSoft Enterprise FieldService and automatically send the information to Billing to create customer invoices.
- Service level agreement management—This process automates service agreement and entitlement tracking. Service personnel can provide fast and effective service for valued customers and protect service profitability by providing customers with the services to which they are entitled. Agents also have the ability to quickly capture service renewals and upgrades when an opportunity arises.
- Service RMA management—Streamline the return materials authorization process, reducing operating costs and ensuring customer satisfaction. By enhancing the efficiency of the RMA process, you can empower your service representatives to deliver world-class service for RMA requests. Service RMA Process Integration Pack is based on industry best practices across a multi-application environment to decrease service errors and rapidly meet customer expectations.

### Customer Self Service

With all of these PeopleSoft Contact Center Solution's self-service capabilities, you can reach more customers and increase satisfaction while reducing live agent intervention and costs. At any time, your customers can update account and customer profile information, check the status of service requests, search and find solutions, create cases, and perform many other functions. The more your customers are able to help themselves, the fewer calls you receive into the contact center, which helps drive down costs.

### Administrator-Friendly Application Configuration

Your business is anything but static, which is why Oracle's PeopleSoft Enterprise Customer Relationship Management (CRM) is designed to adapt quickly to meet the needs of your evolving business processes. Comprehensive application configuration enables your administrators to rapidly implement application changes, reducing the dependency on IT resources and lowering your total cost of ownership. Configuration display templates enable administrators to perform functions such as hiding and changing fields, sections, labels, and tabs, providing maximum operational flexibility and efficiency.

Oracle's PeopleSoft Enterprise Prescriptive Analytics uses a decision engine to make real-time business decisions at the point of customer interaction, based on the customer strategy. Alerts, which are driven by Prescriptive Analytics, can intelligently notify agents to make a cross-sell offer. These tools ensure that the right offer is made to the right customer at the right time to maximize acceptance rates. Then tools such as branch scripting and Real-Time Advisor guide agents through the offer delivery process. Finally, Oracle's PeopleSoft Enterprise Order Capture streamlines the order process by automatically verifying credit, checking availability of inventory, and sending the charge to Billing for invoicing.

Real-time feed-back on your customer segmentation and profitability strategies is available, enabling you to fine-tune your interaction strategy for optimal revenue potential.



# ORACLE®

Oracle Corporation

**World Headquarters**

500 Oracle Parkway  
Redwood Shores,  
CA 94065  
U.S.A.

**Worldwide Inquiries**

Phone  
+1.650.506.7000

Fax  
+1.650.506.7200

[oracle.com](http://oracle.com)

Copyright © 2005 Oracle. Oracle, JD Edwards, PeopleSoft, and Retek are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.

C14716-01