

PEOPLESOFT ENTERPRISE CRM ANALYTICS



Build stronger customer relations.

Drive customer profitability.

Implement customer-centric strategies.

Understand your customers. Anticipate their needs. Influence their decisions.

Oracle's PeopleSoft Enterprise Customer Relationship Management (CRM) Analytics is a comprehensive suite of business intelligence applications designed to do just that—and more.

Thought leaders agree that an effective CRM solution must be both analytic and operational in nature. It must not only support your customer interactions, but also help you learn more about your customers—what they want and how well you are serving them. A complete CRM solution also provides a true understanding of customer profitability, enabling you to plan and monitor results.

By integrating enterprise-wide information about customer behavior, business operations, and profitability, PeopleSoft Enterprise CRM Analytics enables organizations to strategize, plan and measure marketing, sales, and support activities to drive profitable long-term customer relationships.

CRM Analytics can help companies:

- Develop and communicate a customer-centric strategy
- Ensure consistent customer interactions at all points of contact
- Maintain loyal and profitable relationships with customers
- Measure progress toward customer-related goals

PeopleSoft Enterprise CRM Analytics

PeopleSoft Enterprise CRM Analytics includes three major components—CRM Warehouse, Customer Scorecard, and Customer Behavior Modeling—that support enterprise-wide operational and analytic reporting, predictive analysis and CRM strategy.

CRM Warehouse

The CRM Warehouse serves as the foundation for CRM reporting, analysis and measurement. It collects, manages and enriches customer data from internal and external sources. It is a complete data warehouse solution that includes:

- Extract, transform, and load (ETL) engine with pre-built data maps for moving data from operational systems to the CRM Warehouse.
- Operational data store (ODS) for reporting transaction-level data.
- Data mart builder and data mart definitions for multidimensional reporting and analysis.
- Pre-defined CRM and profitability metrics.

The CRM Warehouse enables users to access consistent, accurate customer information. Operational reports provide detailed data collected from transaction

processing systems throughout the organization. Analytic reporting applications summarize customer data so that it may be analyzed over time using various business dimensions such as territory, product, or channel.

The following analytic reporting applications are included with the CRM Warehouse:

Profitability Insight

Evaluate and rank which customers, products, and channels are most profitable. Identify profitability trends over time.

Marketing Insight

Determine the effectiveness of marketing campaigns and events based on factors such as number of leads generated, profiles of respondents, and campaign return on investment.

Sales Activity Insight

Analyze key components of the sales process by evaluating factors like pipeline status, forecasting accuracy, and discount analysis.

Support Insight

Assess the effectiveness of support activities based on call and caseload trends, agent utilization, and performance to service-level agreements.

Customer Scorecard

Customer Scorecard helps communicate and monitor progress of customer-centric strategies. Role-based scorecards and personalized key performance indicators monitor the execution of customer-facing activities and link these measurements to the organization's overall strategy. Scorecards deliver this information to employees at any level to help them focus on their most strategic responsibilities.

Customer Behavior Modeling

Customer Behavior Modeling allows an organization to “model” customer segments, predict behavior, and drive targeted interactions at all points of contact. Using predictive analytics to profile, model and score customers, companies can deliver the appropriate products, services and messages to the right customers at the right time. Directing activities toward targeted customers reduces costs and ensures that ROI objectives can be met.

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