

PEOPLESOFT ENTERPRISE SUPPORT



*Build customer
satisfaction and
loyalty.*

Control service costs.

Increase profitability.

If your service organization is like most, you are under constant pressure to do more with less. Every time customers contact you, they expect consistent, personalized service. At the same time, companies are stretching budgets and personnel in an effort to achieve maximum value from service-related expenditures.

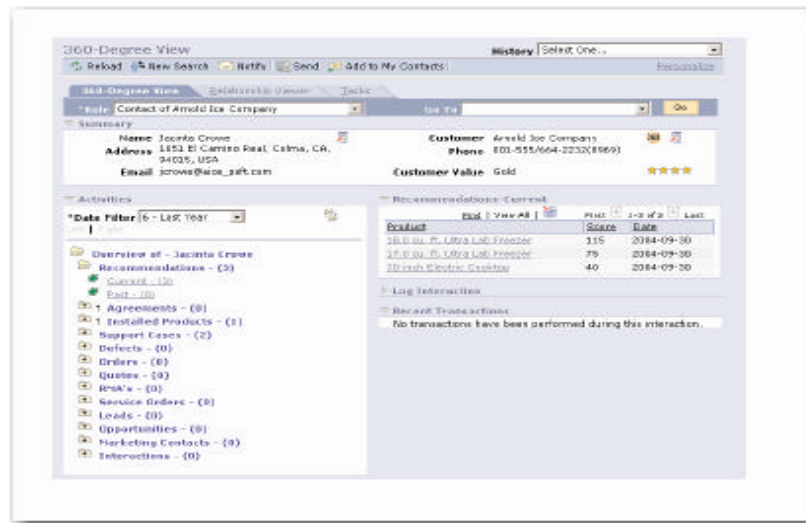
Oracle's PeopleSoft Enterprise Support is a powerful, award-winning CRM application that streamlines enterprise-wide customer service processes and intelligently guides your contact center customer service representatives (CSRs) to deliver an efficient and truly differentiated service experience to your customers.

PeopleSoft Support delivers:

- Intelligent routing and assignment of interactions that quickly match customer requirements to the best resources for fast and accurate service.
- Centralized access to real-time customer information from across your enterprise that enables CSRs to respond quickly and accurately to customer needs.
- Guided interactions that automatically alert CSRs and prescribe next-step actions, so you can employ global best practices in your contact center operations.
- Robust knowledge management that speeds problem resolution, improves customer satisfaction, and helps drive down service costs.
- Integrated offer management that provides intelligent, targeted cross- and up-sell offers that maximize revenue from every customer service interaction.
- Integrated business processes that link PeopleSoft Support with other enterprise systems, so CSRs can rapidly and effectively handle customer issues, in one user interface, using one application.
- Real-time analytics and reporting that help you leverage customer value, ensure service effectiveness, and monitor key performance metrics.
- Administrator-friendly application and workflow configurations that drastically reduce the need for customization.

Intelligent Routing

PeopleSoft Support provides intelligent, skills-based routing so the right customer gets to the right CSR the first time. When complex problems require specialized research, you can automatically escalate a case to the appropriate person or group based on CSR knowledge and skills, customer value, or other predefined criteria.



360-Degree View

This centralized, complete view of all customer data ensures a prompt and effective service experience.

A Centralized, 360-Degree Customer View

When your CSRs know and understand the entire customer relationship, they're able to provide superior, personalized service—every time. PeopleSoft Support consolidates customer information from across your enterprise into a single 360-degree view, providing role-based access to a customer's profile, business relationships, support and service history, and sales history. Even transactional data that resides outside of the customer relationship management (CRM) applications—in supply chain, financial, and billing systems, for example—is presented on a single screen, so CSRs are equipped to handle the full breadth of questions a customer may have.

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. One of the most powerful and unique capabilities of Oracle's PeopleSoft Enterprise Support solution is its built-in ability to intelligently guide or "coach" agents to take specific actions at specific times to ensure an optimal service experience. We accomplish this through:

- Prescriptive analytics, a real-time decision optimization engine that incorporates customer data, customer segmentation strategies, and analytical insight into business processes and then recommends specified actions to achieve your customer service objectives.
- Recommended actions, which are driven by prescriptive analytics and take the form of on-screen alerts, offers, pop-ups with links to guide the CSR, email notifications, and workflow, to name a few.

Integrated Offer Management

Revenue generation is increasingly becoming an expectation of the customer service center. The moment at which your customers contact you—by whatever communication medium—is the ideal time to leverage your service organization to generate revenue. Because of this, delivering an up-sell or cross-sell offer to a customer is another common recommended action.

We enable organizations to capitalize on inbound customer interactions by driving intelligent recommendations into the call handling process and guiding CSRs to provide offers that will most likely be accepted.

Once customers are ready to place an order, access to Oracle's PeopleSoft Enterprise Order Capture and Configurator enable CSRs to accurately complete the entire purchasing process with just a few clicks.

Predefined Business Processes

Pre-integrated business processes enable information and transactions to be more tightly linked between PeopleSoft Support and your back-office systems, including supply chain, human capital management, and financial management. These enterprise integrations enable CSRs to rapidly and effectively handle customer issues, because all the information they need is in one place. Examples of predefined business processes include Order Capture, Billing, Service Level Management, and Service RMA Management.

Service Reporting and Analytics

PeopleSoft Support includes a set of Crystal-based operational reports to help customer support managers monitor and maximize the efficiency of their contact center operations. In addition to operational reports, Oracle's PeopleSoft Enterprise CRM offers a number of optional analytic tools for measuring performance and ensuring that organizational objectives are being met, including:

- PeopleSoft Support Insight, which helps you analyze the performance of your contact center and improve your responsiveness to customer problems.
- SmartViews, which allows you to visualize, measure, and track customer segments or portfolios based on your most important value metrics.
- Customer Scorecard, which analyzes your progress against customer-related goals by tracking key performance indicators.

Administrator-Friendly Application Configuration

Because your business is anything but static, CRM is designed to adapt quickly to meet the needs of your evolving business processes. Robust 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, and selecting the default start page within the case transaction. Administrators can also configure prescriptive

analytics, workflow, and the 360-degree view, providing maximum flexibility to meet your business requirements.

Complementary Solutions

PeopleSoft Support is complemented by a broad range of robust applications that are tailored to meet specific industry and operational contact center needs. These applications include:

- Multichannel Communications—including an email response management system (ERMS) and chat functionality.
- CTI Integration.
- Self Service (web).
- Telemarketing.
- Order Capture.
- Billing.
- Customer Scorecard.
- PeopleSoft Support Insight.
- SmartViews.

Please refer to Oracle's PeopleSoft Enterprise Contact Center brochure for complete details.

Our Advantage

Oracle's PeopleSoft Enterprise Support is the foundation of our comprehensive contact center solution. It encompasses all of the elements you need to create and maintain customer loyalty, control service costs, and generate revenue from every service interaction.

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