

PEOPLESOFT ENTERPRISE TELEMARKETING



*Implement a
comprehensive
telemarketing solution.*

*Drive effectiveness
through industry best
practices.*

*Convert prospects to
qualified leads and
orders.*

To succeed in a competitive marketplace, you must strengthen the relationships with your existing customers and reach out to new sales prospects. You can no longer afford telemarketing campaigns that do not deliver improved customer loyalty, qualified leads, and a measurable return on investment. Messages and offers must be communicated at the right time to the right prospects. Results must be carefully measured to confirm market impact.

Telemarketing can be one of the most effective channels to reach out to large numbers of prospective customers and generate revenue with more qualified leads and direct orders. The challenge is how to plan, execute, and successfully manage telemarketing campaigns and sales teams as part of an overall marketing and sales strategy that is coordinated, focused, and effective.

A Comprehensive Telemarketing Solution

Oracle's PeopleSoft Enterprise Telemarketing helps you coordinate and launch highly successful marketing campaigns over the phone. You can manage the execution of outbound campaigns, communication, and resources as part of a closed-loop process that begins with initial planning and budgeting and extends to lead conversion, order capture, and ROI analysis.

The result is a cost-effective solution that empowers telemarketers to focus their campaigns in ways never before possible. This enables you to maximize sales force effectiveness and deepen your relationships with existing customers. With PeopleSoft Telemarketing you can benefit from:

- Highly targeted, one-to-one marketing campaigns.
- Synchronized, multichannel outbound campaigns.
- A continuous stream of highly qualified leads.
- High volume, accurate orders.
- Unified marketing and sales processes.
- Increased customer loyalty and greater influence in buying behavior.

Powerful Tools for the Successful Telemarketer

You can leverage Oracle's PeopleSoft Enterprise Marketing to coordinate complex, multichannel marketing strategies. Add the power of the Oracle's PeopleSoft Enterprise Sales solutions to feed highly qualified leads to the field, streamline orders, and increase sales effectiveness. By uniting marketing and sales business processes, you can manage telemarketing campaigns and resources more effectively across traditional organizational silos.

PeopleSoft Telemarketing provides powerful, easy-to-use tools that enable you to:

- Define overall campaign and wave strategies.
- Coordinate task assignments among marketers and sales teams.
- Develop strategies based on optimization and what-if analysis.
- Empower sales users with collaborative, guided sales tools.
- Manage budgets and track ROI.

These tools are user-friendly and enable nontechnical people to accomplish their goals without relying on IT support. You can create highly coordinated, closed-loop campaigns that execute on schedule and deliver appropriate messages to the right audience.



Intuitive Branch Scripting

PeopleSoft's easy-to-use interface guides agents through campaign best practices for the most efficient and effective results.

Responsive Segments

PeopleSoft Telemarketing provides wizard-based functionality that simplifies the telemarketing campaign development process. A wizard-based list import function incorporates third-party and rented lists quickly, and graphical mapping capabilities ensure data integrity. Graphical audience export capabilities generate lists, and wizard-based audience management creates sophisticated segments.

Powerful event triggers ensure telemarketing campaigns and waves are executed at critical inflection points, such as after campaign responses, purchases, and changes in customer state, or as the result of inbound customer interactions. In addition, easy-to-use, predictive analytics enable telemarketing organizations to score target lists for more focused segmentation and substantially increased response rates.

Knowledgeable Agents

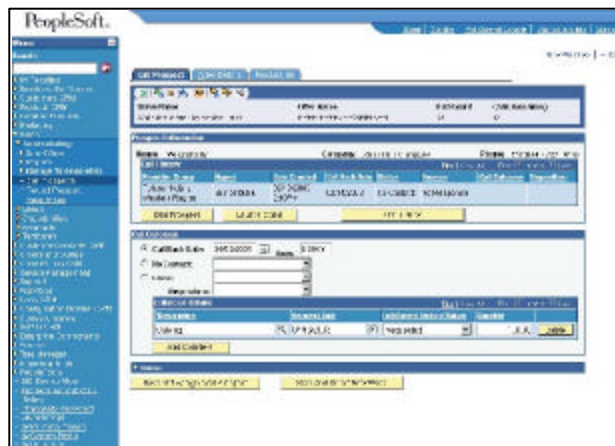
As your telemarketing agents log in, they receive all the key information they need to be successful at the point of customer interaction. With minimal training, an agent can have informed and compelling prospect interactions including:

- Campaign description.
- Associated scripts and offers.
- Personalized prospecting lists.
- Call status and cross-sell alerts.
- Offer start and end dates.

Prospect Profiling

Prior to making the call, your telemarketers can obtain customer or prospect information for better campaign success. The intuitive user interface provides your telemarketing agents with a comprehensive 360-degree view of the prospects they are about to call including:

- Caller history.
- Previous orders and trends.
- Current or past support issues.
- Promotion details.



Greater Usability

Prospect information is embedded within the campaign summary, scripts, outcome information, and call history to reduce clicks and improve conversion rates

Consistent Messaging

PeopleSoft Telemarketing delivers tools that make your agents more effective. From advanced scripting technology to customer organization charts, this software provides the tools to ensure consistent and effective messages are delivered every time. Agent effectiveness is enhanced with:

- Customer value scores.
- Up-sell and cross-sell alerts.
- Personalized, dynamic scripts.
- Integrated product catalog.

Integrated Orders

In conjunction with PeopleSoft Telemarketing, PeopleSoft Sales allows agents to quickly identify and convert prospects and customers into actual sales orders. Telemarketing centers can maximize every opportunity by:

- Rapidly identifying customer requirements.
- Accurately configuring and pricing products.
- Easily taking orders over the phone.
- Seamlessly integrating to customer inventory and fulfillment systems.

Capture Call Disposition

Call disposition can be quickly captured, recorded, and tracked in order to better understand campaign results, manage status, and tailor future programs. Call disposition functionality includes the ability to:

- Personalize definitions for each customer.
- Schedule callbacks with a specific day and time.
- Track any type of call response.
- Measure existing campaign effectiveness including leads versus orders, call completion rates, and program status.
- Plan more targeted campaigns.

Campaign Measurement and Analysis

With PeopleSoft Telemarketing's powerful reporting and analytics capabilities, the raw data collected from your telemarketing campaigns is turned into dynamic, actionable information. This empowers your entire telemarketing organization with the information they need such as:

- Real-time agent effectiveness information.
- Sales performance by agent, team, campaign, or campaign wave.
- Buying decision trends.
- What-if analysis.

PeopleSoft Telemarketing— The Right Choice

Oracle's PeopleSoft Enterprise Telemarketing gives telemarketers the tools they need to execute focused, successful, outbound campaigns to build stronger customer loyalty and increase sales revenue.

With a coordinated telemarketing solution for contact and interaction, agents are better prepared to understand, anticipate, and influence the prospect's purchasing decisions and promote accurate and profitable product recommendations that become qualified leads and orders.

Telemarketing managers are better able to focus their target markets and messages, coordinate and manage their sales teams, and analyze and measure their end results.

Oracle's PeopleSoft Enterprise Telemarketing is a comprehensive solution that provides a process-driven solution —based on industry best practices—to one of the most cost-effective customer touchpoints in your company.

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