

PEOPLESOFT ENTERPRISE CUSTOMER SCORECARD



Build stronger customer relationships.

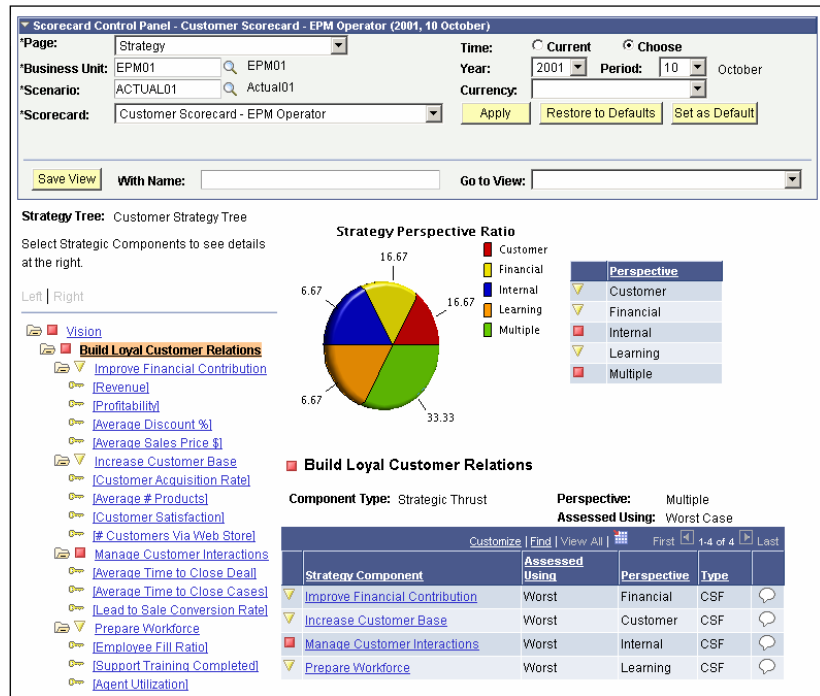
Increase customer profitability.

Implement customer centric strategies.

Thought leaders agree that an effective customer relationship management (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 enterprisewide information about customer behavior, business operations, and profitability, Oracle’s PeopleSoft Enterprise Customer Scorecard provides a framework by which you can strategize, plan, and measure marketing, sales, and support activities to drive profitable long-term customer relationships. PeopleSoft Customer Scorecard enables managers to:

- Analyze which customers, channels, and products are the most profitable.
- Track which sales and marketing campaigns have the highest conversion rate.



PeopleSoft Customer Scorecard

Assess and quantify sales, marketing, and customer service performance across the extended enterprise.

- Understand how customer behavior and buying patterns may affect future growth.
- Ensure consistent customer interactions at all points of contact.

- Evaluate responsiveness to customers and effectiveness in solving problems.

Strategic Performance Measurement

PeopleSoft Customer Scorecard enables you to easily communicate your strategy, prioritize initiatives, determine key performance indicators (KPIs), and continuously monitor performance against your organization's goals. Defined tolerance ranges for selected KPIs will trigger notifications and help identify problem areas if actual results move out of the acceptable range. Equipped with this information, you can quickly adjust your tactics and pull the organization back into alignment with your strategic objectives.

- Improve your time-to-value by leveraging a comprehensive set of predefined, industry-specific KPIs based on data from Oracle's PeopleSoft Performance Management Warehouse and other data sources.
- Provide quick and simplified views of your organization's strategic objectives and associated measures, including history, trends, targets, assessment rules, cause-and-effect relationships, free-form comments, and several other analytical and graphical viewing options.
- Easily navigate between PeopleSoft Customer Scorecard and Oracle's PeopleSoft Customer Relationship Management (CRM) Warehouse for detailed analysis.

Enterprisewide Performance Measurement

With performance management and scorecard methodologies growing in popularity, organizations are asking for scorecards that can be used by everyone in the organization, not just senior-level management. PeopleSoft Customer Scorecard makes it easy to distribute individual scorecards to everyone in the enterprise so that all the users in the organization can see how they are personally contributing to the overall success of the company. It leverages the PeopleSoft Performance Management Warehouse foundation to ensure a secure, integrated, and scalable infrastructure for deploying scorecards to a large audience.

- Clearly articulate and communicate strategic objectives with strategy maps.
- Drive accountability through your organization by using hierarchical KPIs and user-defined targets to cascade and communicate objectives.
- Ensure a consistent view of performance measures by leveraging and sharing the rich content of the PeopleSoft Performance Management Warehouse.

Personalized Performance Measurement

You may like to view performance in a pie chart, whereas your counterpart in another department prefers a grid. PeopleSoft Customer Scorecard provides a friendly way to view and organize KPIs to suit each individual's needs. Two companion features, KPI Dashboards and the Dashlet Wizard, allow non-technical users to select from a rich library of fully customizable chart types and organize them into a dashboard. As a result, employees can view the KPIs that matter to them, in a way that makes the most sense.

- Provide non-technical users the ability to create a dashboard of metrics that matter to them using a simple, three-step wizard.
- Share dashlets with other users through the PeopleSoft portal, or with any other Web Services for Remote Portlets (WSRP)-compliant portal vendor.

Customer Relationship Management Metrics and KPIs

PeopleSoft Customer Scorecard provides the following KPIs to provide quick and simplified views of your organization’s strategic objectives and associated measures:

<ul style="list-style-type: none"> • Average Deal Value • Average Discount • Average Number of Products per Order • Average ROI • Average Time to Close Case • Average Time to Fulfill Orders • Conversion Rate • Cost to Support by Customer • Cost to Support by Product • Customer Acquisition Rate • Customer Satisfaction • Customer Value • Days Sales Outstanding • Employee Fill Ratio 	<ul style="list-style-type: none"> • Lead Response Rate • Lost Business Market Share • On-Time Delivery • Pipeline Revenue • Profitability by Channel • Profitability by Customer • Profitability by Product • Repeat Customer Rate • Revenue by Channel • Revenue by Customer • Rolling Average Number of Cases • Sales Reps Achieving Quota • Sales Training Completed • Support Training Completed
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About PeopleSoft Enterprise Performance Management

PeopleSoft Customer Scorecard is part of Oracle’s PeopleSoft Enterprise Performance Management (EPM) suite, an integrated suite of analytic applications that enables organizations to drive world-class performance by aligning the right information and resources with strategic objectives. PeopleSoft EPM helps managers formulate strategies for profitable growth, align strategies with operational plans, actively monitor day-to-day operations, and collaborate across the enterprise.

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