

SIEBEL COMMUNICATIONS SOLUTION SET FOR ONE-AND-DONE SERVICE



KEY BENEFITS

- Reduce average call-handling times by automating agent guidance according to best practices
- Improve profitability by incorporating cross-sell/up-sell and customer value metrics to service transactions
- Improve SLA response times through better trouble ticket routing, coordination, and information sharing throughout the service organization
- Improve time to resolution by managing customer and network-reported troubles in a common service assurance platform
- Reduce training time by consolidating sales and service applications to a unified agent desktop
- Reduce call-handling times by enabling a common billing customer care solution with access to multiple billing systems
- Provide consistent customer interactions across multiple channels, including phone, e-mail, Web, and mobile devices
- Optimize service center and operations performance through analysis of metrics, alerts, and KPIs

In today's competitive convergent marketplace, leading communications service providers (CSPs) remain committed to increasing shareholder value through ongoing cost management, revenue growth, and a renewed focus on customer loyalty. To that end, providers are looking to optimize their service processes and provide service employees with the information and tools they need in order to deliver a superior customer experience.

Effective Interactions at All Customer Touchpoints

Common initiatives of this “one-and-done service” strategy include

- Streamlining customer care
- Proactive service assurance
- Cross-enterprise service analytics

Unfortunately, execution of this strategy has been challenging due to process and data gaps between customer-facing and back-office operations and/or the functional limitations of legacy systems.

Oracle's Siebel Communications is designed to help overcome these challenges. Our customer-facing solutions for CRM, business intelligence, and customer data integration enable effective interactions at all customer touchpoints. Built in partnership with leading CSPs, Siebel Communications is a proven solution that embodies best practices for attracting and retaining customers, capturing accurate service orders, and servicing customers efficiently—all while leveraging existing billing support system (BSS) and operations support system (OSS) investments.

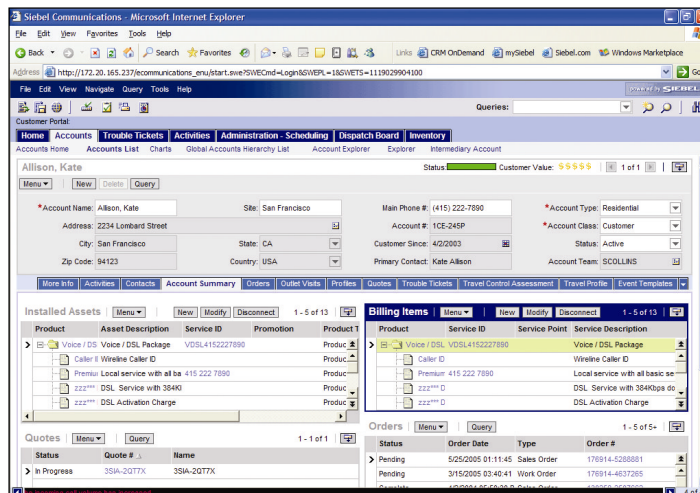
Streamline Customer Care

Today's CSP contact centers focus more time and attention on knowing their customers and cultivating relationships to improve customer satisfaction, reduce churn, and maximize revenue and profitability. Each agent must now handle a wider range of tasks across multiple channels of communication. To further reduce costs, CSPs are also seeking to guide agents through best practices in an efficient way, increase customer adoption of their self-service Web portals, and operate more efficiently within the greater service enterprise.

The Siebel Communications solution provides robust support in each of these areas. It provides several flexible approaches to guiding agents through best-practice approaches to tasks, with a focus on high-volume inquiry types such as billing inquiries and trouble management. It also includes support for multiple interaction channels, enabling agents to receive and respond to these inquiries from channels

such as voice, e-mail, chat, and the Web using common routing and agent productivity tools.

For self-service, the Siebel applications provide expertise and the product capabilities to deliver a world-class online self-service and EBPP solution tailored to the behavior and usage patterns of telecommunications customers. This solution also provides a common platform across many service management roles for quickly escalating and managing service issues across the enterprise. Included in this common platform is the capability to create an authoritative source for customer and product information across multiple OSS/BSS systems, enabling the service organization to answer inquiries more accurately and create a single view of the customer across channels and product lines.

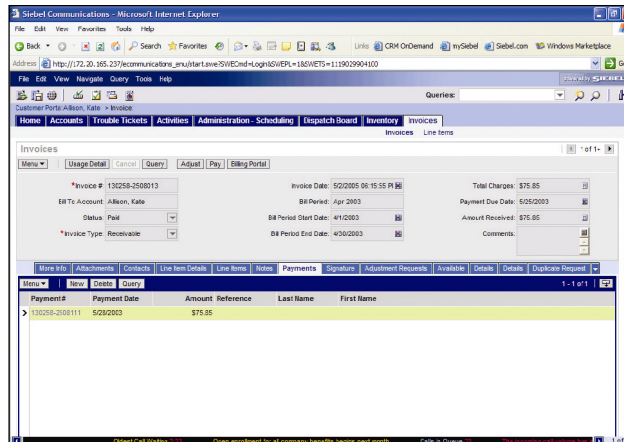


The Customer Portal enables agents to immediately get a 360-degree view of the customer relationship across sales and service.

For billing customer care, Siebel Communications applications serve as a common interface for performing customer billing functions, such as addressing billing inquiries, issuing adjustments or credits, requesting duplicate invoices, or changing billing preferences. Through a variety of integration mechanisms, Siebel Communications applications can present and manage customer billing data from multiple billing systems. This provides CSPs with a comprehensive view of all billing transactions, obviates the need to train agents on multiple billing systems, and dramatically improves agent productivity.

Providing Proactive Service Assurance

Telecommunications companies are looking for ways to ensure high network availability, meet or exceed service-level agreement (SLA) commitments, and streamline the resolution of network and customer-reported troubles. Often, companies do not have a strong link between customer support, network management, and other operational support systems. This results in many challenges, from alerting customers proactively to network outages to quickly identifying network outages while on a customer call and quickly routing trouble tickets and work orders to the right dispatcher and technician for completion.

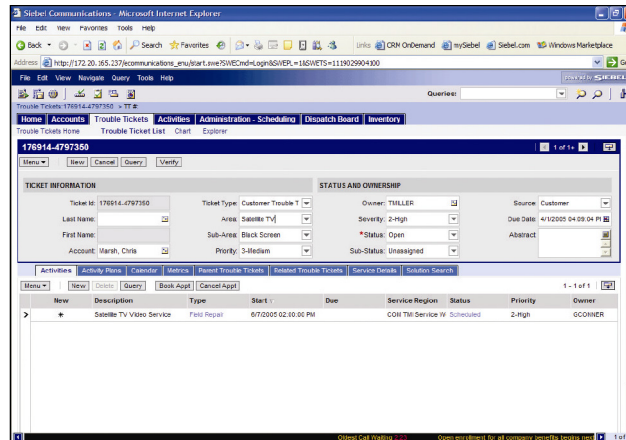


Siebel Communications enables agents to resolve billing inquiries from multiple billing systems, using a single consolidated desktop.

Siebel Communications is a highly scalable, proven packaged solution for telecommunications customer trouble management that enables service providers to proactively manage both customer and network troubles in one environment. In this way, the service provider can improve SLA response times and customer satisfaction while also reducing operating costs in trouble management. Furthermore, by proactively alerting customers to outages and trouble updates across their channels of choice, Siebel Communications allows service providers to further reduce trouble inquiries that wind up in the contact center while providing a richer set of trouble information to their customers.

Gain Competitive Advantage with Service Analytics

In today's increasingly competitive marketplace, a company's customer service center can provide an important source of competitive advantage. Companies with top-performing customer service centers typically have more satisfied customers, lower operating costs, and higher revenue per customer. Siebel Service Analytics solutions provide service providers with powerful insight that enables them to optimize service performance. Through the ability to integrate and graphically view and explore data not only from other CRM, billing, service assurance, finance, and HR systems and other OSS systems but also from interactive voice response (IVR), automatic call distributor (ACD), and computer telephony integration (CTI) systems, The Siebel Communications applications' analytics capabilities can significantly increase contact center performance. For example, Siebel Service Analytics enables service managers to analyze agent interactions across inquiry types and channels to better allocate resources and identify gaps. This key part of the Siebel Communications Solution Set for One-and-Done Service provides best-practice metrics, alerts, and key performance indicators, enabling service providers to take targeted action to improve employee productivity, reduce costs, and increase revenues and customer satisfaction.



Siebel Communications allows service agents and technical support to quickly capture and diagnose troubles as well as initiate truck rolls when needed.

Summary

Oracle's Siebel Communications helps service organizations streamline customer interactions, reduce operating costs, and improve customer loyalty and profitability and can be deployed as licensed software or as a hosted service.

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