

SIEBEL E-COMMERCE 8.1.1



KEY FEATURES

- Browse Dynamic Catalogs
- Advanced Pricing & Promotions
- Keyword & Faceted Search
- Product Comparison
- Related Products
- Real-Time Decisions (RTD) Product Recommendations
- Product Configurator
- Shopping Cart & Checkout
- Asset based ordering
- Integrated Chat
- Integrated Knowledge Management

Oracle's Siebel Self-Service applications extend CRM to where customers congregate and enable organizations to cultivate more loyal and profitable customers. Delivering an engaging personalized experience across multiple channels, Siebel Self-Service 8.1.1 is designed to help businesses more effectively sell to and serve their customers. Siebel E-Commerce 8.1.1 is a complete commerce-in-a-box solution. Fully integrated with the rest of Siebel, it delivers a rich and dynamic selling experience to increase conversion rates and order sizes.

Respond to Business Needs

Siebel E-Commerce 8.1.1 enables companies to respond more quickly to changing market dynamics. Leveraging investments in CRM, E-Commerce provides centralized administration for selling rules such as pricing, promotion, eligibility, compatibility, and product configuration. Go-to-market changes can be quickly implemented once and deployed anywhere across the enterprise.

Siebel E-Commerce 8.1.1 is a SOA-based composite application leveraging Oracle Fusion Middleware technology to deliver a next-generation application that is easier to extend and brand within a company's web site. Leveraging open standards, companies can more quickly bring innovation to market at the lowest possible cost, making it easier for every employee to focus more on customers.



Figure1. Siebel E-Commerce Online Store for Product Purchase

Enable Personalized Sales Experience

In order for businesses to optimize the scarce attention of their customers, each interaction must be in the context of their customer's intent. E-Commerce has been designed around the customer's experience where the relevant information to find a

**ORACLE SIEBEL
E-COMMERCE BENEFITS**

KEY BENEFITS:

Customer

- Convenience
- Decrease time to find and purchase products

Deploying Company

- Increased customer loyalty
- Increase conversion rate
- Increase orders size
- Call deflection cost saving
- Open standards based
- Multi-channel integration with Siebel CRM product suite, Oracle Contact Center On Demand, and Oracle Real-Time Decisions

OTHER ORACLE SIEBEL

SELF-SERVICE

APPLICATIONS

- Oracle Siebel E-Support 8.1.1
- Oracle E-Billing 6.0

product and make a buying decision is never more than a click away.

Finding products couldn't be easier. Customer or segment specific eligibility rules automatically trim the catalog to only those products that can be purchased. Using keyword and faceted search, customers simply filter the catalog to the products in which they are interested. In order to further predict that interest Oracle Real-Time Decisions has been integrated into the browsing process. Utilizing closed loop predictive analytics it constantly recommends relevant offers based on the customer's real time browsing actions, profile, and previous purchases. If the found product isn't quite right, the customer can easily explore related promotions, accessories, and up-sell products.

For more complex products or promotions, E-Commerce enables customers to easily configure them to their specific needs. Whether purchasing new products or modifying existing assets such as service plans, configuration selections can be made through intuitive screens tailored to the end customer.

Sites can be configured to different customer segments using the multi-site management capabilities. While leveraging the same cross-channel business rules in Siebel CRM, each site can be branded with a different style sheet. Many behavior settings such as displayed catalogs, default price lists, and checkout options can be set for each site.

Close More Sales

E-Commerce empowers customers with the tools they need to accelerate their buying decision without leaving your site. Knowledge management has been woven into the browsing experience so customers can search the enterprise knowledgebase. Rich media from any content management system can be associated with the products in your catalog. User generated content from customer reviews, ratings, and tags can be pulled from consolidators.

If additional assistance is required, customers can seamlessly collaborate with agents through different channels at the same time. Chat has been integrated into the browsing process so that agents can quickly answer questions and push useful web pages. Agents can even add or delete items from the customer's shopping cart or complete the checkout if required.

Using the predictive learning models from Oracle Real-Time Decisions and the numerous opportunities to up-sell and cross-sell the customer across multiple channels, E-Commerce maximizes the order size of each closed sale.

Bottom Line

Self-Service is a critical component to any Customer Relationship Management strategy. By delivering a compelling personalized experience across channels, Siebel Self-Service E-Commerce 8.1.1 enables business to increase conversion rates and order sizes and ultimately cultivate more loyal and profitable customers.

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