

INFORMATION ACCELERATES

Driving Customer-Centric Communications Services

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COMMUNICATIONS



In today's competitive communications market, service providers are battling for customers and wallet share. In response, many are moving from a *network-centric* to a *customer-centric* mindset—to improve customer satisfaction, build brand loyalty, and maximize the profitability of each customer.

Oracle in Your Industry

It's not just the big companies that choose Oracle. We are proud to serve hundreds of communications companies of every size—from the smallest service providers and virtual operators to the largest global carriers—and from every sector, including wireline, wireless, cable, satellite, and network equipment providers.

In this hyper-competitive communication services market, the battle to win and retain customers has reached new levels of intensity. Customer acquisition and retention costs are overheating as consumers take advantage of the myriad offers and deals available from an ever-growing number of service providers.

In a market where price wars rage and many services are undifferentiated, service providers are turning their attention to the ways in which they serve their customers. Providers are seeking to differentiate themselves by adopting a customer-centric approach as they design their processes and systems, and by delivering true value for the money.

Oracle offers solutions that

- Help service providers gain insight at the individual-customer level
- Analyze customer buying behavior
- Make suitable recommendations and offers through multiple customer service channels

Oracle solutions also enable you to improve customer satisfaction and reduce customer service costs, which increases your profitability, reduces customer churn, and puts you in control.

Gain Insight into Your Customers' Preferences and Behavior

Customer data is often fragmented across multiple, disparate systems, limiting your ability to gain one complete, accurate view of the customer. Analyzing customer behavior, understanding customer preferences, and recommending relevant products and services becomes difficult, if not impossible.

With Oracle's solutions for customer data integration, the first step toward creating a customer-centric business is consolidating disparate customer information into one complete view. You can then share that information across all systems and make it available and understandable to all authorized personnel.

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Fact: All 20 of the world's top 20 communications companies rely on Oracle Applications.

Maximize Each Customer's Profitability

The key to growing average revenue per user (ARPU) and average margin per user (AMPU) is to offer the right products or service bundles to the right customers at the right time. With Oracle's extensive sales, marketing, and analytics solutions, you can

- Analyze buying habits and behaviors of individual customers
- Make relevant, real-time recommendations through multiple channels, including your call center and Web site
- Enable cross-selling and up-selling of products and services in real time
- Improve your success rate over time, with self-learning diagnostic tools

Increase Billing Accuracy

Accurate billing and effective bill presentation are critical to safeguarding your revenue, as well as to promoting customer satisfaction. With Oracle Communications Billing and Revenue Management, you build on a proven, real-time billing and revenue management platform deployed in more than 450 installations worldwide. This solution can improve customer satisfaction by ensuring accurate billing the first time. It also means fewer inquiries to your call center and improved collection rates and fewer defaults.

Improve Customer Service

The time and effort it takes your call center to handle a customer query can affect the

profitability of that customer. Providing excellence in customer service is essential to improving the customer experience, but it must also be efficient. With Oracle's extensive and powerful customer relationship management solutions, you can

- Improve call center productivity with quicker, better, and more-efficient customer service
- Build brand loyalty and strengthen customer relationships with every contact
- Close the loop between contact center and field service

Promote Customer Self-Management

Next to you, no one is more concerned about the details of your customers' accounting and billing information than the customers themselves. With Oracle's Siebel Self-Service and eBilling—the industry's leading solution for self-service account management and bill presentation—you can join the growing list of service providers who have discovered that online customer self-service account management is the most effective and efficient way to deliver higher levels of customer satisfaction at a lower cost to the provider.

Putting the Service Provider in Control

Oracle delivers business value to the communications industry through a unique solutions portfolio that offers the widest choice of business applications, decision support tools, and middleware and database technology available from a single supplier



anywhere in the world. Add the consulting, training, hosting, and product support services available from Oracle and a wide range of partners, and you can be sure you'll get the right advice and the right solution for your communications business.

Oracle's Solutions Portfolio

Oracle's portfolio of solutions for the communications industry includes these key products and services for driving customer-centric business.

- Siebel Universal Customer Master
- Oracle Business Intelligence Applications
- Oracle data warehousing tools
- Siebel Contact Center and Service
- Siebel Enterprise Marketing
- Siebel Sales
- Oracle Real-Time Decisions
- Siebel Customer Order Management
- Oracle Communications Billing and Revenue Management
- Siebel Self-Service and eBilling

To learn more about how Oracle can help you drive customer-centric communications services, contact us today.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/industries/communications

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.