

## Siebel CRM for Communications Service Providers

### Driving Customer-Centric Communications Service, Solutions and Support

In today's highly competitive communications market and challenging economic conditions, service providers are vying for customers with differentiated service, converged offerings and value pricing. In response, more companies are migrating from a network-centric to a customer-centric market strategy—to strengthen customer satisfaction, shore up brand loyalty, and grow the profitability of their customers.

### Key Advantages

- Streamline online sale of complicated product, services and equipment by offering the most appropriate alternative to each customer
- Increase innovation and speed with targeted loyalty promotions for individual customers
- Deliver one view of customer from CRM that includes billing, support and finance for every customer

### Challenges: Improve customer experience, cut costs and increase retention

With increased, intense competition, Communications Service Providers (CSPs) need to compete harder than ever to win and retain their customers. Trying to improve the performance of customer facing operations is not enough, and requires a more fundamental shift from product centric organizational silos to completely customer centric organizations. This is because the customer experience is at the foundation of everything a service provider does, from the way in which they sell to and service the customer, through how they market, through to the products, bundles and offers they bring to market.

Oracle continues to invest in best-in-class customer relationship management solutions, provisioning, billing and service offerings that span the customer lifecycle across all customer touchpoints. Couple this with the integrated end-to-end business processes that Oracle delivers, service providers can now address those aspects of the customer experience that matter most to their business. These solutions are modular, and deliver business benefit each in their own right. Thus service providers can choose to deploy only a solution that addresses their most urgent need as part of their market strategy.

### Enable customers to help themselves with an exceptional experience across all channels

Next to you, no one is more concerned about your customers' service, sales and billing experience than the customers themselves. With Oracle's Siebel Self-Service and E-Billing— you can empower customers to help themselves and ensure a consistent experience across channels. These solutions start with ensuring customers have a seamless transition across channels from the web to help desk and back when managing customer requests, trouble tickets, bills, account profiles and orders. Customers

### Oracle's portfolio of Siebel solutions for Communications:

- Sales, Marketing, Loyalty
- Contact Center and Service
- Customer Order Management
- Product and Catalog Mgmt
- Self Service
  - E-Support
  - E-Commerce
  - E-Billing
- Master Data Management
- Real-Time Decisions

### Related Oracle Communications solutions:

- Billing and Revenue Management
- Provisioning
- Service Activation
- Configuration Management
- Network Mediation
- Service Delivery Platform
- Business Intelligence Applications
- Data warehousing tools
- SOA Suite
- Inventory Management

and call center agents alike are aided by in context personalized recommendations for service and support. E-Billing includes online billing self service with integrated high value data including unbilled calls, trending and self defined analytics. Self-service, online billing and call center agents can all be supported with a single, actionable view of the customer from CRM. And for service providers offering prepaid service, top-ups are automated and directed according to customer-defined preferences. As a result, you can deflect targeted calls to less expensive channels and transition support seamlessly.

Each service solution contributes works in concert together and with existing investments to efficiently deliver a superior service experience across channels. As a result, service providers can strengthen customer relationships and help build brand loyalty with every customer interaction.

### Improve loyalty and maximize the value of each customer

Oracle's Siebel CRM gives you targeted solutions to maximize the uptake of new product bundles and services and more easily deploy more innovative loyalty programs. The Sales and Enterprise Marketing solutions simplify the complex process of customers ordering bundled products and services with intuitive and guided process flows. A Real Time Decision engine improves up-sell / cross sell promotion results by recommending next best action using a self-learning feedback loop that builds through each customer interaction. This process is supported by a 360 degree unified view of customer behavior and advanced customer profiling for a complete understanding of member's characteristics and value. The result optimizes the customer experience by presenting the most appropriate alternatives from basic services to complex product bundle offerings.

The Loyalty solution enables business users to manage every aspect of full loyalty lifecycle from program creation to partner management to accrual and redemption rules. The solution helps to differentiate and recognize customers by value with flexible tier management and dynamic accrual rewards and redemption pricing to influence the desired subscriber behavior. The solution can detect customer behavior changes and trigger loyalty actions and alerts. As a result service providers can increase flexibility to deploy more innovative loyalty programs with improved effectiveness.

### Ensure ordering success for all product bundles and services

Order Management ensures consumer and business orders are processed right the first time from initial offer to delivery and activation by simplifying and integrating the order to cash process. Service providers can use prebuilt delivered integrations to automate data synchronization to ensure the accuracy and real-time availability of customer, billing, product, and pricing data. To ensure accuracy, product administrators can use centralized commercial catalogues to define business and selling rules one time for; online, in-store and call center customer interactions. Mass order generation is available to simplify bulk business purchases and changes to group services. As a result, service providers can more easily support basic products to converged offerings including sales, pricing and order capture.

### Summary

These modular CRM solutions for Communications enable service providers to address their specific market priorities. The CRM solution harmonizes front and back office processes, while optimizing total cost of ownership through pre-built integrations. This allows service providers to more easily adapt as business changes while improving their cost structure, churn and customer satisfaction.

### CONTACT US

To learn more, please visit our website at [www.oracle.com/applications/crm](http://www.oracle.com/applications/crm) or <http://www.oracle.com/government> and our CRM Blog at: <http://blogs.oracle.com/crm> or call 1.800.633.0738 to speak to an Oracle representative.