

## Oracle CRM for Business Services

*“Making a commitment to Oracle CRM On Demand as our universal platform has enforced a discipline to our sales process and dramatically improved performance. It supported our efforts, particularly during an economic downturn.” – Carl Yost, Group Managing Partner, MarketSphere*

### Oracle CRM for Business Services Highlights:

- Gain visibility into opportunity and account management
- Quickly verify customer entitlements and route requests
- Provide consistent service across customer locations
- Provide consistent service across interaction channels

Oracle CRM for Business Services Maximizes Contract Profitability. Oracle enables business services firms to improve customer acquisition and retention methodologies to drive effective leads, sales, and contract renewals.

### Challenge: Maximize Retention and Penetrate New Markets

In today’s business environment, business services providers face a significant economic challenge: grow the business while improving profitability. To meet this challenge, providers must develop a thorough understanding of customer needs, segment customers based on profitability, reduce the costs of acquisition, and improve the retention of profitable customers.

Oracle’s CRM for Business Services provides business services providers with a powerful means to improve customer acquisition and retention methodologies that drive effective lead generation, sales, and contract renewals, using Siebel CRM or Oracle CRM On Demand. Best of all, Oracle’s portfolio of best in class, easy to configure (rather than customize) products can be implemented in right-sized portions, individually or as part of an enterprise-specific transformational suite.

### Increase New Business and Contract Renewals

The marketing and sales approaches at many firms vary by location and practice area. Consequently, management visibility suffers and revenues lag. Wouldn’t it be great if you could roll out quickly a unified approach? Oracle CRM for Business Services is helping firms to prime their sales pipelines and better target their event and up-sell offers, even in tough economic times. Only Oracle has an integrated solution encompassing leads, orders and contracts, service calls, and payment history. Integration across Sales, Marketing, and Service ensures one source of customer data for visibility into opportunity and account management throughout the client lifecycle. Comprehensive customer profiles, paired with marketing analytics, help you to improve customer targeting, services up-selling, and new market penetration. Only Oracle offers a standardized sales process tightly linked to service contract management. This enables you to manage proactively the new business and contract renewals sales processes.

### Key Advantages

- Only Oracle has an integrated front to back-office solution encompassing leads, orders, service calls and payment history
- Only Oracle offers a standardized sales process tightly linked to service contract management
- Deploy right-sized components, hosted on premise or on demand
- Flexible configuration fits many business needs without custom programming

### Key CRM Products

- Siebel CRM
- Oracle CRM On Demand
- Oracle Business Intelligence, Enterprise Edition

Team-oriented capabilities help you to efficiently qualify and distribute leads to the most appropriate sales resource. Oracle automates the renewal cycle with built in workflows and visual reminders. Key capabilities include:

- Client Lifecycle Management
- Marketing and Campaign Management, Customer data integration
- Opportunity Management, Pricing, Service Contracts, Order Management

Oracle CRM for Business Services is helping firms to prime their sales pipelines and maximize their renewals, even in tough economic times.

### Provide Consistent and Profitable Service Delivery

Oracle enables Business Services Firms to standardize service processes that drive a superior customer experience and effective service delivery. Oracle helps you to deliver services as contracted with qualified professionals, quickly routing customer requests and verifying entitlements. Analytics deliver insight into sales and service performance as well as customer satisfaction. Key capabilities include:

- Service contracts and customer data integration
- Call center routing, email response, advanced scheduling, and mobile service
- Service, sales, and financial analytics

Oracle delivers the best contract management solution by integrating the service call handling process with contract entitlements. Only Oracle provides advanced workforce scheduling in a complete front and back office solution.

### Provide Flexible, Multichannel Customer Service Options to Match Business Needs

Oracle delivers needed flexibility to business services firms. Oracle enables you to provide consistent service for geographically dispersed customer and contact center locations. Virtual call centers create business agility for load balancing and responding to infrastructure disruptions, such as natural disasters, while providing customers with reliable consistent service. Multichannel capabilities help you deliver pricing flexibility for differentiated contract offerings. Deployment options balance entry costs and time to value with varying needs for corporate IT control. Key capabilities include:

- Contact Center and Service
- Customer Data Integration
- Self Service and e-Billing

Oracle delivers the flexible, multichannel service capabilities that help you to meet changing business needs, profitably.

### Summary

Oracle CRM for Business Services is a portfolio of best-in-class applications and integration technologies that help you to maximize contract profits. These applications are available through subscription or as an on-premise deployment. Best of all, Oracle's portfolio of best in class, easy to configure (rather than customize) products can be implemented in portions right-sized for your enterprise.

### CONTACT US

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