

# **INFORMATION THAT TRANSFORMS**

Thrive in the Age of the Customer-Driven Enterprise

Siebel Customer Relationship Management



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## Build a Customer-Driven Enterprise

Oracle's Siebel Customer Relationship Management (CRM) empowers users, increases the lifetime value of your customers, and accelerates your organization's ability to maximize revenues while protecting technology investments.

With today's global and electronically connected economy, competition—already fierce—has intensified. The 24/7 world of e-business; overnight delivery services; and proliferation of Web, mobile media, and sales channels gives everyone instantaneous access to an any time, anywhere marketplace. Consumers and business customers now have unprecedented choices when getting information or purchasing products and services. And if they are dissatisfied for any reason, alternatives are just a Web search away.

Now as never before, you must understand your customers' needs and exceed their expectations. The solution: transform customer relationships by creating a customer-driven enterprise supported by Siebel CRM.

Because Siebel CRM comes in more than 20 industry-specific versions, you get comprehensive CRM capabilities that support all the sales, service, call center, marketing, customer order management, and partner management needs of your business. Prebuilt integrations with other Oracle Applications lower operational costs and improve customer satisfaction. And you have your choice of on-demand or on-premise deployment, or you can implement an integrated model that delivers the best of both worlds. In addition, as the acknowledged global leader in CRM, Oracle possesses unparalleled insight into best practices for improving customer loyalty.

Whatever your competitive challenges or budget, Oracle has a complete CRM solution that transforms customer relationships, accelerates user adoption, and enables business agility. By leveraging Oracle's CRM leadership, technical innovation, industry expertise, and proven results, your business can thrive in the age the customer-driven enterprise.



Fact: With more than 4.6 million business users and more than 125 million customer-self-service users in more than 4,000 enterprises, Oracle is the leading CRM vendor in the world.

“Forward-thinking companies are taking CRM upstream one or two levels. Rather than trying to identify which customers are going to leave, they’re working with customers to identify attitudes and needs so that they can be poised and ready. CRM is being used to obliterate the whole attrition cycle and enable us to be more proactive. CRM is changing the landscape again.”

Denis Pombriant, Managing Principal, Beagle Research Group

## Transform Customer Relationships with Complete CRM

CRM has long been recognized as an important tool for helping enterprises quickly adapt to and meet the demands of an ever-changing marketplace. By providing a 360-degree view of customers across sales, marketing, and customer service operations, traditional CRM has enabled businesses to gain a strategic advantage by leveraging all the information they routinely collect from customer interactions.

But to enable organizations to actually transform their customer relationships, CRM now needs to accomplish much more. Today’s CRM must help organizations become truly customer-centric by giving them the

technological tools to recognize the unique and individual needs of each customer.

Siebel CRM is a complete CRM solution that does exactly this. Its unsurpassed application, industry, and technology expertise enables everyone in your organization to be more responsive to customers’ needs. And it’s the only CRM offering that provides the rich and intelligent, real-time insight that helps your business acquire new customers; sell more to existing customers; deliver unsurpassed customer service; and capture a multichannel, 360-degree view of each customer.

### Acquire New Customers

To grow your business, you need to attract new customers. To accomplish this, you need a world-class marketing automation solution.

“Knowledge and insight are the currency of influence among our clients. With Oracle’s Siebel CRM, we have the flexibility, scalability, and visibility to forecast growth and revenue based on client preferences and seasonal campaigns.”

**Shoukry Tiab**, Vice President of Information Systems and CIO, Jenny Craig



Siebel Marketing is a portfolio of integrated products that automate processes such as marketing planning, resource management, customer analytics and segmentation, campaign management, and e-mail and Web marketing. Leads generated by the Marketing department are delivered as part of a “closed-loop” process and seamlessly routed to the Sales team for action.

As an integral part of Siebel Marketing, Oracle Marketing Analytics gives your entire Marketing team access to a complete history of every customer interaction. Because you have up-to-the-minute data on, for example, the buying behavior and profitability of individual customers, you can develop closer relationships to sales prospects and maximize the return on your marketing investment.

Another method that helps your business acquire customers is to give your telesales professionals complete visibility into the sales pipeline. Siebel Contact Center makes it possible for call center staff members to execute targeted, multistage sales campaigns, which helps them acquire more customers and meet their sales quotas. Additionally, telesales managers can quickly assemble campaign, sales, and fulfillment teams and develop tailored call scripts to deliver the right message to the right customers. They can also track the progress of each campaign, script, or agent to adjust strategy in real time.



Fact: Oracle is the leader in 5 Gartner 2007 Magic Quadrants for CRM, the leader in 11 2007 Forrester Waves for CRM, and was named the “decisive leader” in CRM by Datamonitor.

“Our whole strategy is focused on customer retention. We need to be able to effectively manage the margins between our brokers and the financial institutions, as well as create a true value proposition so we can actually maintain the relationships. We are ultimately shifting from a sales focus to a customer focus.”

**Malcolm Watkins**, Executive Director, Australian Finance Group

### **Sell to Existing Customers**

Given that the cost of acquiring a new customer can be as much as 10 times that of selling more products or services to an existing one, nurturing customer relationships is critical to your business’ success. Research shows that organizations could increase their revenues by 85 percent if they were able to retain only 5 percent more of their best customers.<sup>1</sup> Customer-retention levels increase when customers feel valued and are given the attention they deserve. By providing your sales and support staff the CRM tools that help them recognize and treat customers as individuals, you decrease your risk of losing customers to competitors.

Siebel Sales applications are designed to help sales employees and managers

alike. Extensive use of Web 2.0 and social networking tools enable sales representatives to leverage internal and external knowledgebases as well as share tips with and learn from their colleagues around the globe. And because organizational best practices are embedded into Oracle Applications, sales managers can increase pipeline visibility, improve sales forecast accuracy, and achieve better sales results overall.

Moreover, analytics that integrate with Oracle Order Management enable your sales reps to more quickly and easily put together targeted product and service bundles and offer intelligent cross-sell/ up-sell opportunities each time they interact with a customer. This in turn allows your reps to achieve optimal price by product and customer segment, and increases quote-to-order close rates.



“We are very heavy users of [Siebel CRM] business analytics. The ability to marry all these systems together lets us speak intelligently about how we’re interacting with customers, as well as why and where. When a call center person takes a call, the agent can now see sales, service, and customer history data integrated into one screen. We have ultimately transformed our business to create one voice of the customer.”

**William Duffy**, Data Warehouse Project Manager, Pitney Bowes

Given the rising popularity of online shopping, you need to provide customers with a way to easily browse, compare, and configure products and services, as well as seamlessly proceed through checkout. Siebel CRM includes an e-commerce application that allows you to quickly build and deploy an online store where customers can help themselves, boosting loyalty, profitability, and business agility.

Partners are also increasingly important to your success. They can grow your business by helping you acquire customers, manage leads, and deliver after-sales services. But effectively managing partners can be a challenge. Siebel Partner Relationship Management can help. By recruiting and managing channel partners to collaborate on sales, marketing, and service initiatives, Siebel Partner Relationship Management helps you gain visibility

into the extended partner ecosystem and drive better partner performance.

#### **Deliver Unsurpassed Customer Service**

New communication technologies and devices have rapidly raised customer expectations. Equipped with the industry-leading Siebel CRM applications from Oracle, your service representatives can provide “one-and-done” service request handling, resolve service issues faster, and seamlessly transfer requests to field engineers and partners. This efficiency allows you to deliver an exceptional customer experience that breeds strong loyalty and high retention rates.

- Siebel Contact Center and Siebel Field Service allow you to treat every interaction as an opportunity to sell to, serve, and delight customers



“At Club Car, innovation is both a core competency and a competitive differentiator. We have adopted Siebel CRM to take advantage of its robust order management capabilities as well as its task-based user interface and improved navigation tools. Siebel CRM delivers high levels of user adoption with a minimal investment in training.”

**Tracy Vance**, Vice President, IT, Ingersoll-Rand Club Car

- Siebel Contact Center manages all inbound customer interactions by routing calls to available agents with the right skills and allowing you to manage service requests from the initial call to final resolution

To deliver truly superior customer service, you must constantly measure, refine, and improve your service processes. Oracle Contact Center Telephony Analytics and Oracle Service Analytics allow you to do just that by giving every stakeholder, from the service agent to the CEO, insight into the quality and effectiveness of the services being provided to customers.

And the call center is just one of the areas where customers can experience unsurpassed service levels. As more customers choose to conduct business with you online, Oracle Self-Service E-Billing allows you to empower customers to manage their billing- and account-related activities 24/7.

#### **Achieve Intelligence That Enables the Highest Loyalty Levels**

Most businesses still store data in disparate silos. Because this data is replicated freely without controls, it can be redundant, out of sync, or inaccurate. Oracle offers a complete enterprise master data management solution that ensures your data is trustworthy, so you can rely on it to personalize every customer interaction. And Oracle is the only vendor to offer a complete master data management solution that is fully integrated with CRM functionality.

By acting as the single, authoritative source of customer data, Oracle master data management applications manage data through the entire customer lifecycle—from the time the customer record is created until it is finally archived. This allows you to make the right decisions in customer interactions and provide the superior experience that customers demand.

Fact: With more than 4,000 customers, the Siebel contact center and service products continue to be the industry leader in the contact center and service market.



“Our mission is to put consumers more in control, to give them more power and more confidence in making health decisions. Customer centricity has been a focus of ours from Day One, because we believe this is a real opportunity to differentiate ourselves.”

Dan Israel, Product Manager, CRM Operations, Revolution Health

Additionally, Siebel CRM’s integrated decision-making capabilities ensure that all your employees follow the same best practices as your best employees. Real-time predictive analytics make constant recommendations to your employees about the best way to respond in customer interactions. Whether employees are resolving a service issue or attempting to up-sell a customer, Siebel CRM can advise them on how to make the best decisions for ensuring business success.

By anticipating customer needs in real time and tailoring each interaction to meet those needs, Oracle Real-Time Decisions helps organizations optimize their customer-facing business processes. Among other benefits, Oracle Real-Time Decisions drives incremental revenue through improved cross-selling and up-selling, reduces outbound marketing spend through more-effective inbound

marketing, and contains operating costs through more-intelligent and streamlined business processes.

Oracle also provides the industry’s only comprehensive, end-to-end loyalty management solution integrated with the world’s leading CRM solution. Siebel Loyalty supports the entire loyalty program lifecycle, enabling you to enhance the effectiveness of your loyalty initiatives and deliver innovative, differentiated, and cost-effective programs that build long-term profitable relationships with your most valuable customers.

## Empower Users and Accelerate User Engagement

Your goal for implementing CRM is to drive measurable results. But to transform your organization into one where your



Fact: Siebel Self-Service is the No. 1 self-service solution on the market, with more than 125 million enrolled users.

“We now have true sales and marketing visibility, and that means we have the data we need to support our strategies. Oracle CRM On Demand provides a more quantitative element that can be used to further develop design strategies for both the long term and the mid term.”

José A. Diaz, Corporate Marketing and Strategic Planning Director, 3M Mexico

customers come first, you need to implement technology that goes beyond user adoption to user engagement. Employee resistance to new systems remains a critical challenge that can compromise the success of any technology initiative.

You also must understand that traditional chains of command are no longer adequate. You have to give all your customer-facing employees—sales, business development, marketing, customer service and support, and accounts receivable professionals—the technology tools that empower them to act swiftly and decisively. You need a flexible, role-based CRM tool that provides real-time insight at the very moment of customer interaction.

This means that although your CRM solution must be comprehensive, the technology itself must be simple to learn and use. Best practices should be built into business processes to increase user

productivity. And it should always be clear to CRM users precisely what they need to do to make each and every customer interaction successful.

With Siebel CRM you can

- **Boost user productivity through desktop integration with standard applications.** Two-way synchronization between Siebel CRM and standard Microsoft applications such as Word, Excel, Outlook, and SharePoint allows users to accomplish more with lower training and support costs.
- **Increase user adoption through a task-based interface.** Siebel CRM has a dynamic user interface that guides users through key tasks in a step-by-step manner. By improving ease of use, standardizing business processes, and boosting data quality, Siebel CRM’s task-based user interface boosts adoption rates as it lowers training costs.



“Now we have a platform in place. We have the foundation for any future integration projects that we’ll be working on, with Oracle Application Integration Architecture as the framework.”

**Dominic Martinelli**, Vice President, IT, Rackable Systems

- **Improve organizational competitiveness with mobile solutions.** Siebel CRM provides support for mobile devices—including laptops and BlackBerry devices—so users can be productive and drive competitive value even when they’re away from the office.
- **Enable user efficiency while protecting data integrity.** Oracle Secure Enterprise Search provides your users with a familiar internet search interface while protecting sensitive data from unauthorized access.

### **Improve Business Agility**

Complete CRM is not merely a platform for serving customers. It also enables you to rapidly and agilely adapt as market, competitive, and regulatory conditions change. Siebel CRM accomplishes this by giving you open, standards-based integration tools to change business processes instantly, as needed—keeping

your customer information consistent even while processes, teams, and customer segments are in flux. With Siebel CRM you can

- **Adapt swiftly as technology advances.** You have made significant investments in the technology you use to run your business today. You also want to take advantage of the inevitable innovations that will allow you to achieve your long-term strategic plans. Applications Unlimited—our plan to continually enhance our current applications while simultaneously developing our next-generation ones—allows you to protect your software investment by letting you choose when, or if, to upgrade. If you choose *not* to upgrade, you can be assured that Oracle will continue to develop and enhance your current applications. If you do choose to take advantage of the innovations built into our next-generation applications, you can do so on your timetable.

### **Honeywell Improves Customer Satisfaction**

Honeywell Aerospace uses Siebel CRM to consolidate customer information across its organization and transform it into actionable intelligence. Since deploying these applications, Honeywell Aerospace has improved customer satisfaction by 38 percent, increased its on-time service request closure rate from 45 percent to 83 percent, and improved its sales opportunity win rate.

Even more significantly, the company increased annual after-market spare parts revenue by 100 percent: from US\$45 million to US\$100 million, with approximately 20 percent of the increase directly attributable to the Siebel CRM infrastructure.



“Siebel Automotive has helped transform our organization to put the customer at the center of our operations. Today our employees and dealers serve customers more efficiently and effectively—drawing upon real-time, centralized customer and vehicle data as well as the insights drawn from Oracle Business Intelligence Suite [formerly Siebel Analytics].”

**Jagdish Belwal**, Head of CRM and DMS Project, Tata Motors

### Oracle Vertical Applications

Aerospace and Defense  
Automotive  
Chemicals  
Consumer Goods  
Education and Research  
Engineering and Construction  
Industrial Manufacturing  
Life Sciences  
Media and Entertainment  
Natural Resources  
Oil and Gas  
Professional Services  
Travel and Transportation  
Banking  
Communications  
Financial Services  
Healthcare  
High Technology  
Public Sector  
Retail  
Utilities

- **Easily create cross-application business processes to meet changing needs.** Oracle Application Integration Architecture helps you gain greater business agility using the applications you have today. Its application-independent framework enables you to utilize the applications of your choice to create composite business processes unique to your business, on a flexible service-oriented architecture.
- **Enable organizational flexibility with interoperable deployment options.** Oracle CRM On Demand is a fast-to-deploy and easy-to-customize sales, marketing, and service solution that can be rapidly customized by business users. The solution brings clarity to your sales processes; helps build loyal, long-term customer relationships; accelerates productivity; boosts call center efficiency; and provides embedded real-time and historical business insight with the industry’s only built-in, hosted data warehouse.

Siebel CRM provides a variety of deployment choices. You can select a traditional on-premises implementation, have Oracle manage and host your on-premise CRM software, or subscribe to Oracle CRM On Demand. Or you can have the best of all worlds by choosing an integrated solution that seamlessly brings together Oracle’s on-premise and on-demand offerings to meet your needs.

### Reduce Total Cost of Ownership Through Industry-Specific Applications

Oracle recognizes that different industries face very different business challenges. Oracle has taken best practices from thousands of CRM implementations and developed Siebel CRM versions specifically tailored for the needs of businesses in more than 20 industries. These applications possess all the functionality of the base Siebel CRM solutions, but also include extra features that map to the business



“Siebel CRM allows KPN to maintain a single, consolidated view of our customers and provide them with a unified experience. Oracle Application Integration Architecture, Siebel CRM, Oracle Communications Billing and Revenue Management, and Oracle E-Business Suite enable us to reduce costs, speed time to market, and improve overall customer satisfaction.”

Ernst Lamein, Manager, IT Architecture, KPN

processes of that industry. Oracle’s vertical CRM solutions enable companies to

- Improve customer relationships by giving them exactly what they need
- Attain better results with out-of-the box capabilities that incorporate industry business processes, rules, and best practices
- Leverage complete, vertical CRM to meet all current and future business needs

## The Oracle Advantage

You can’t transform your organization into a customer-driven enterprise by yourself. You need CRM supported by a robust and market-proven technology ecosystem. You also need a vendor that has demonstrated past success and is committed to providing technologies, support, and product enhancements into the future.

Oracle does all this and more. In order to future-proof your business, we provide

- **Integration with critical front- and back-office applications.** By delivering open and extensible application integrations, the standards-based Oracle Application Integration Architecture enables you to rapidly build business processes centered on the customer. Powered by the industry-leading Oracle Fusion Middleware, Oracle Application Integration Architecture enables you to run your business effectively today while paving the way for technologies that will transform your business tomorrow.
- **Customer-driven enhancements to product lines.** Oracle continues to support and invest in all its products. Customer input is driving innovation and enhancements for all future releases.



“The deployment of Siebel CRM, Oracle E-Business Suite (including the customer data hub), and Oracle Fusion Middleware enabled Wind River Systems to streamline the order-to-cash process, dramatically improve data integrity, and position the company for growth and efficiency.”

**Scott Fenton**, CIO, Wind River Systems

- **Ongoing upgrade innovations.** Reduced downtime, shorter upgrade cycles, and proven upgrade paths and methodologies ensure that upgrades are now simpler and more efficient.
  - **Lifetime support with no forced migrations.** Our Applications Unlimited program and Lifetime Support policy allow you to choose when to upgrade.
  - **Upgrade path to Oracle Fusion Applications.** By staying current on new releases, you can more rapidly evolve to Oracle’s next-generation enterprise applications, which reduce your total cost of ownership and risk in both the near and long term.
- because of its industry leadership, technical innovation, and proven results.
  - **Leadership.** As the industry leader in CRM, Siebel CRM enables business agility, delivering a solution with unsurpassed industry, application, technology, and CRM expertise.
  - **Innovation.** Siebel CRM is the most innovative, complete, secure, and standards-based CRM offering on the market today.
  - **Results.** Siebel CRM has already delivered unparalleled and measurable business results for thousands of enterprises and millions of users.

Siebel CRM is the catalyst for transforming organizations, empowering employees, and capitalizing on new market opportunities. Siebel CRM stands above its competitors

Surviving and thriving in the age of the customer-driven enterprise doesn’t mean simply running your business well—it means transforming it with Oracle’s Siebel CRM.

## CONTACT US

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Outside North America, visit [oracle.com/corporate/contact](http://oracle.com/corporate/contact) to find the phone number for your local Oracle office.





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