

Siebel CRM Quote and Order Capture - Commerce Automation and Response Action Framework



KEY FEATURES

- Declarative framework to automate offer execution
- Support for key order processes including asset based orders
- Channel specific business policy enforcement and exception handling
- New web services for self assisted channels
- Highly configurable workflows using row set transformation toolkit service

KEY BENEFITS

- Improve time to market by simplifying offer to order process for non-assisted interactions
- Lower development costs by improving developer productivity and application maintainability

Siebel Commerce Automation and Response Action Framework enables your organization to create promotional product offers that customers can accept with one click, and that can be used on the Web and channels where there is limited user interactivity, such as Mobile SMS and TV Portal.

In today's hectic world, organizations are targeting their customers anytime, anywhere as they go about their daily lives - from in-store marketing, to mobile SMS marketing, digital and social media. Need for consistent multi/cross channel customer experience is particularly important now more than ever. Oracle Siebel Customer Order Management continues to deliver innovation to meet the needs of its clients and consumers. Companies can render consistent personalized actionable offers on the web and non-assisted channels like SMS and TV Portal where there is limited user interactivity. The new Response Action Framework automates offer execution and supports key order processes including asset based ordering.

Key highlights include:

Product Offer Administration: New administration view that allows product administrators to create and maintain the core elements of a product offer definition, such as offer responses, actions, eligibility and compatibility rules, and recommendations.

Product Offer Presentment: Recommend eligible product offers based on the customer's installed assets and automate offer execution.

Web Services: New product offer web service to retrieve a product offer definition, get recommended offers for a customer, and apply an offer to create a quote or order. New product configurator web service to add and configure products and services within a sales order.

Offer-to-Order

In many service based industries like telecommunications, campaigns and offers are targeted to existing customers based on their subscribed services. The marketing department wants to introduce product offers to existing customers by proposing them add-ons or bundles at a reduced price for a limited time period. In order to improve operations by streamlining call center agent's work, the offer is sold through alternative channels such as self assisted channels and order creation is fully automated and no manual intervention is required.

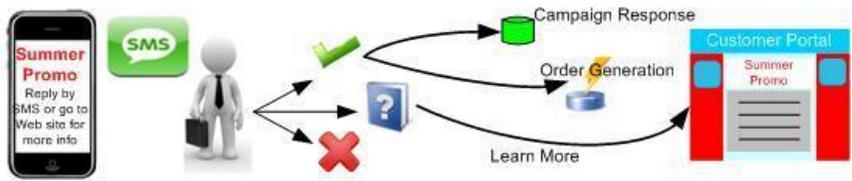


Figure 1. Simplify offer to order process for non-assisted interactions

For example, a wireless service provider wants to release a new offer “Get 30% off data add-ons” to its customers who registered in their self care portal in the past year. The offer can have three responses – customer can accept the offer, reject the offer or learn more about the offer. If the customer accepts the offer, an order is automatically created and the recommended product is added to the order. If the customer rejects the offer, the customer response is captured so that the information can be further analyzed and if customer selects the “learn more” option, an activity is created for a call center agent to follow up with the customer. The same offer can be presented to the customer as a text message, and as a fall back option the customer can call the call center to get the same offer.

Response Action Framework

Siebel's Response Action Framework streamlines the offer to order generation by automating the execution of offers. The product administrator creates an offer with one or more responses. Each response can contain one or many actions to support key order flows such as adding, replacing or removing asset components, editing/applying/upgrading a promotion, updating asset attribute values and field values. Actions can invoke Siebel workflows to execute both order and non-order related processes. New set of web services assist with personalized offer presentation and offer execution for non-assisted interactions.

Sequence	Action Name	Action Type	Action Code	Workflow Name	Base Product	Component Product	Field Name	Field Value
1	Add Free Worldwide Calls	Modify	Add		RAF Wireless Service	RAF Free Worldwide Calls		
2	Set Promotional Price	Modify	Update		RAF Wireless Service	RAF Free Worldwide Calls	Discount Percent	50
3	Set Start Date	Modify	Update		RAF Wireless Service	RAF Free Worldwide Calls	Service Start Date	12/01/2013
4	Set End Date	Modify	Update		RAF Wireless Service	RAF Free Worldwide Calls	Service End Date	12/31/2013
5	Submit Order	Run Process	Workflow	RAF Submit Order Process				

Figure 2: Product Offer Administration provides a declarative framework to automate offer execution

RELATED PRODUCTS

The following products are available from Oracle and enable companies to further enhance their Product & Catalog Management Processes:

- Siebel Quotes & Orders
- Siebel Configurator
- Siebel Dynamic Pricer
- Siebel Sales
- Siebel Service
- Siebel Marketing
- Siebel Analytics

Summary

Organizations can enhance their business agility by reducing the time to market and lowering development costs. Product Administrators can create and maintain promotional product offers to provide an integrated campaign execution for asset based orders thereby simplifying their offer to order processes. The new declarative response action framework enhances developer productivity by automating key order processes.



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