

SIEBEL LOYALTY MANAGEMENT



Oracle's Siebel Loyalty Management is the industry leading enterprise loyalty solution that helps transform your customer loyalty initiatives, so that you can minimize attrition and increase the value and duration of your most important customer relationships, and help deliver a truly one-to-one loyalty program to your customers. Oracle is the only enterprise software company that offers an enterprise class, comprehensive, cross-channel loyalty solution, integrated with market-leading Siebel CRM application that drives management of complete loyalty program lifecycle. With Siebel Loyalty, you can drive new strategies and innovations for a distinctive and differentiated loyalty program. Siebel loyalty's rich capabilities and embedded best practices can empower your loyalty staff to rapidly adapt to changing customer behavior & competitive trends and continuously stay ahead of the curve by delivering a personalized, value driven and unique loyalty program.

KEY FEATURES

- Enterprise Class, multi-channel Loyalty system pre-integrated with core CRM processes including marketing, service, order management and analytics
- Out of Box Cross-Industry best practices
- 360 degree member information and actionable insight
- Packaged loyalty member call center solution
- Pre-built, configurable member portal
- Flexible and Industry leading tier assessment models and membership schemes
- Highly flexible, promotions framework rules framework designed for business users
- Powerful and graphical promotion management
- 1-to-1 Promotions with Theme based clubs, event and time based promotions
- Social Rewards and Location based

Gain Deep Customer Insight

Constraints of legacy loyalty program platforms such as fragmented data, siloed point solutions, lack of scalability and heavy reliance on IT makes it difficult to innovate on program offerings, rapidly respond to market changes, and gain accurate insight of customers to ultimately make the loyalty program appealing to diverse member segments. Oracle is the only enterprise class solution that addresses these challenges with Siebel Loyalty Management.

Oracle's Siebel Loyalty Management is truly a next-generation, industry best, comprehensive, multi-channel and multi-partner loyalty solution that empowers loyalty managers to deliver a distinct loyalty program and enable sustainability of competitiveness for the entire loyalty program lifecycle.

Unlike other products, Siebel Loyalty Management is the only packaged solution that is fully integrated with the world's leading CRM solution for a unified 360 degree view of the customer and support end-to-end processes to drive improved business results. At the heart of Siebel Loyalty Management is a 360 degree view of each customer's profile, attitudinal and behavioral information. It provides business users access to extensive information on each member including transaction history, tier status, loyalty assets, eligible and enrolled promotions, service requests, sales orders and activities, profile, communication preferences and response history

Siebel Loyalty Management empowers business users to manage every aspect of running a loyalty program, from program creation and tier management to partner

rewards

- Corporate-employee joint rewards
- Flexible and automated redemption processing
- Modular and scalable loyalty engine for real time and batch processing across channels
- Comprehensive partner management and partner transaction validation
- Pre-built configurable partner portal
- Pre-built web services for 3rd party integration

KEY BENEFITS

- Empowers loyalty managers to innovate on program offerings rapidly
- Superior user experience and control
- Faster time to implement for competitive differentiation
- Improved customer insight and loyalty program performance measurement
- Dynamic, personalized rewards for superior member experience
- Superior program value with highly innovative and 1-to-1 customer engagement
- Real-time recognition and rewards
- Enhanced program flexibility and responsiveness
- Reduced operating costs by automating loyalty management business processes
- Increased business user adoption
- Reduce costs by online access to information and transactions to members and partners
- Monitor and influence member behavior on with the business and on social networks

management and the creation of accrual and redemption rules. Siebel Loyalty Management helps you streamline and optimize critical loyalty business processes and deliver differentiated and innovative programs that deliver outstanding customer experience and value, and build lasting relationships.

Reward, Recognize and Differentiate



Figure 1. Siebel Loyalty Promotion Designer Open UI

The Siebel Loyalty Manager module provides a simple, intuitive, process-driven drag & drop user interface to enable business users to create and deploy innovative and targeted loyalty promotions. Siebel Loyalty Manager also provides business users with flexible tier management capabilities to differentiate and recognize members based on multiple dimensions including value, duration, frequency etc. Siebel Loyalty Manager allows business users to complete a wide range of activities:

- Set-up one or more Loyalty programs
- Manage multiple targeted membership schemes, for individual, household and corporate customers. Setup automatic accruals to households and corporate joint accruals through flexible rules.
- Manage multiple tier classes and models and control all the aspects of tiers management from number of tiers, to tier rewards, to point expiration rules
- Set-up partners, products and services offered for accrual and redemptions including product catalogs
- Create and deploy targeted loyalty promotions and setup theme clubs, event and time based promotions, to attract different customer segments based on their lifestyle, life stage, interests and preferences
- Rapidly setup and manage simple to complex promotions in a drag & drop promotion designer palette. Setup rules with advanced user interface controls in a hierarchical and nested fashion, based on the mental model of the user and leverage library of user defined rules templates
- Perform advanced promotion simulation to do 'what-if' analysis before you launch your promotions, and also address customer inquiries rapidly with enhanced insight to customer service agents
- Perform eligibility check during transaction process and leverage 'in-memory'

processing capabilities to dynamically determine promotions and rules that can be applied in a given context

- Define and manage redemption prices in multiple payment modes and currencies (e.g. Points, Points + Pay) and calculate redemption prices and discounts dynamically.
- Implement service recovery, compensation, promotion enrolment and other membership administration tasks for individual as well as group of members through data imported from external sources

Drive Cross Channel Customer Engagement

Siebel Loyalty Management allows organizations to deliver great customer experiences across channels while reducing time and cost to serve. It offers a variety of solutions that allow organizations to deliver world-class customer care and consistently recognize, support and reward customers based on value in real-time and at every touch-point including over the phone, at customer service desk, via the web, at the point of sale, from a kiosk or from any 3rd party application using web services.

Siebel Loyalty Management offers four different packaged solutions to support member care needs:

- Siebel Member Services Representatives module: enables contact center agents to effectively service the needs of members of a loyalty program including: membership enrollment, creating member transactions, enrolling members into promotions, processing redemption orders and managing service requests and view membership profile to handle customer inquiries. To help ensure consistent and high quality care, Siebel Loyalty Management offers a set of member services commonly delivered across industries, in the form of pre-configured guided task-flows to drive enhanced agent productivity and consistent customer experience.
- Siebel Loyalty Service Agent Console: supports key loyalty program related processes for a customer service desk role such as those found in retail stores, hotel front desks and airline service desks.
- Siebel Loyalty Customer Portal: an out-of-the-box and configurable web site for customers to join loyalty programs, update their own profile, review their point balances, redeem points for goods and services, and enroll in targeted loyalty promotions.
- Siebel Loyalty Web Services: comprehensive set of SoA enabled Web services that allow delivery of member services via 3rd party interfaces through seamless integration with Siebel Loyalty with minimum efforts and cost and helps accelerate your deployment of loyalty solution significantly.

Build a Powerful Community of Social Influencers

With growing presence and importance of social media networks, it is important to consider the influence cast by the members on the overall revenue through their “word-of-mouth” on social media and not just their buying behavior. It is important to monitor, reward and manage the presence of customers on social communities, and Siebel Loyalty allows you to do just that, and more.

Siebel Loyalty allows you to define promotions to reward members for their social activities like sharing, linking, commenting, reviewing various content and also enable location based rewards. You can also leverage the social networks to acquire loyalty members or enroll the members into promotions through flexible web services.

Siebel's comprehensive Tier Management capabilities also allow you to create social gamification based on structured and flexible rules with upgrades, downgrades and tier rewards.

Maximize Speed to Market

Siebel Loyalty includes best-in-class industry capabilities and advanced loyalty features for member acquisition and lifecycle management, tier management, accrual and redemption, personalized loyalty promotions, member communications, multi-channel customer care, cross-industry partner management and analytics. It is delivered on an open, standards-based and scalable platform and that provides flexibility and agility far beyond traditional systems and supports rapidly evolving and changing business needs.

Siebel Loyalty Management supports end-to-end loyalty partner management – from partner recruitment and set-up to joint promotions, billing and analysis. Siebel Loyalty Management dramatically reduces the time and effort required to onboard new partners and manage ongoing partner activities through an extensive set of capabilities including:

- Support for pre-purchase partners using point blocks and “pay-as-you-go” partners
- Flexible and configurable partner product offerings and accrual/redemption rules
- Partner specific financial and billing controls and partner statements
- Multi-partner joint promotions and cost sharing based on user-defined parameters
- Configurable industry-specific accrual transaction validation capabilities
- Pre-built partner portal to collaborate on joint promotions and to enable partners to transact on a self-service basis

This allows to setup new partners and their promotions in minutes rather than days and in hours rather than weeks.

Siebel Loyalty Management includes a highly scalable, high performance, modularized engine that supports batch and real-time processing of loyalty transactions across multiple channels. Transactions can be sourced from multiple channels including: Siebel Loyalty, point of sale systems, kiosks, Web portals and partner systems. The Siebel Loyalty Engine ensures that accruals, redemptions, tier changes, statements and points' expiry transactions are accurately processed and member balances updated accordingly. Each transaction carries information such as which promotions got applied and which did not and the reasons why. The Siebel Loyalty Engine offers unrivalled performance, scalability, and reliability and performs a variety of key functions:

- Processes loyalty members' accrual and redemption transactions – in batch or in real time
- Facilitates administering key loyalty processes with parameters to rapidly address service outages and to handle exceptional business situations
- Validates transactions for data adequacy, duplication and accuracy for partner

submitted transactions

- Determines member eligibility and calculates the number of points by point type (e.g. qualifying and non-qualifying) that a member should earn
- Determines eligibility for tier upgrades and downgrades and effects tier changes based on various tier assessment models such as fixed date, anniversary based, rolling period etc.
- Determines member eligibility and calculates redemption price for redemption of products and services. Supports multiple redemption pricing options (points, points + pay, points by distance, points by zone), multiple currencies, dynamic redemption pricing (based on member, transaction information)
- Automatically processes redemption transactions to issue vouchers to qualifying members based on point and period threshold values
- Expires points based on multiple point expiry models such as Account Activity, Fixed day and Period based
- Automatically redeem members' points based on pre-defined period and point thresholds, and effectively manage points liability, drive customer behavior and increase basket size

Measure, Analyze and Optimize

Siebel Loyalty allows you to store, measure analyze and optimize the 360 degree data about your most valuable customers and create actionable insight from converting data into information with powerful analytical features. Siebel Loyalty comes coupled with comprehensive set of analytical reporting tools through Siebel Loyalty Analytics. The key capabilities include reports ranging customer insight, promotion effectiveness, partner performance analysis and program insight.

Financial control and fraud detection / prevention is becoming a major success criteria for Loyalty programs with increasing government regulations and compliance requirements. Siebel Loyalty supports all major accounting standards to account for Points liability. It enables accurate liability and revenue accounting and configurable financial controls through partner account debit rules for pre-paid partners, partner billing rules and triggers for pre-paid and post-paid partners and user-defined cost sharing on multi-partner joint promotions

Siebel Loyalty also includes comprehensive set of tools for you to detect and prevent frauds and costly mistakes from incorrect data. The tools include but are not limited to configurable transaction validation, enforcing restrictions based on membership status, accrual effectively to handle retail goods-returns and analytical reports.

Summary

Delivering a 1 to 1 loyalty program to retain your best customers, increase their program participation and to stay profitable has never been more important. Siebel Loyalty Management is a unique and comprehensive solution that enables you to identify, attract, retain and grow your most important customer relationships, acquire rich customer insights, and improve the overall customer experience through dynamic, differentiated and cost-effective loyalty initiatives.

If you would like more information about Oracle's Siebel Loyalty Management, please visit [here](#).



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Hardware and Software, Engineered to Work Together

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