SOCIAL MEDIA CONNECTOR FOR SIEBEL CUSTOMER RELATIONSHIP MANAGEMENT

Social media is a powerful, near real-time medium with strong influence on the buying behavior and satisfaction levels of today’s customer. It is critical for companies to automate processes to monitor and respond to the conversations that occur around your products, services, and/or competitors on the social web. For today’s companies, visibility of and presence in social media can improve customer acquisition and loyalty.

Enable a New Channel to Reach Customers and Prospects

Integration to social media has evolved into a “social channel” for Customer Relationship Management (CRM) strategies for today’s leading companies. How does your company’s CRM strategy address social media?

The “social channel” of CRM can enable companies to strengthen customer service levels, improve upon customer retention levels, and expose new sources for lead generation. Integration of social media within CRM is critical in driving even more value from your Oracle technology investment for the aforementioned customer service, customer retention, and lead generation.

A Joint Solution for Siebel Customer Relationship Management (CRM)

Oracle has recently published a whitepaper describing the integration between Siebel CRM (version 8.1.1.4 or later) and social media listening platform providers. This whitepaper introduces the Social Media Connector for Siebel CRM for customers looking to integrate CRM and Social Media.

Buzzient is a leading social media monitoring and analytics provider that has partnered with Oracle to enable the “social channel” for Siebel CRM customers. Buzzient provides deep social media monitoring analytical capabilities, and robust integration platform that transparently integrates to your current Siebel CRM Sales and Service deployment.

The Social Media Connector for Siebel CRM, coupled with Buzzient Enterprise Social Integrator for Siebel CRM offers the following features:

- Automatic Activity, Service Request, Solution and Lead creation in Siebel CRM
- Social media engagement from within Siebel CRM
- Fully automated data collection from millions of online sources, including historical data
- Real-time analysis and monitoring of Twitter, and Amazon and Facebook
- Extensive Analytics and Alert Features

Oracle Consulting’s Unique Value Proposition

Oracle Consulting worked closely with Oracle Product Management and Buzzient to define the implementation approach for the Social Media Connector for Siebel Customer Relationship Management and Buzzient integration. Oracle Consulting will assist you with the following activities:

- Siebel Tools Configuration
WHY ORACLE CONSULTING

- Leading Expertise: Oracle's own experts providing thought leadership for every Oracle solution.
- Broad Coverage: “End-to-end” lifecycle services across the entire Oracle product footprint.
- Global Scale: 13,000 Oracle experts in 145 countries, serving over 20 million users.
- Unified Methodology: Based on industry standards, high quality results across complex projects.
- Flexible Delivery: Onsite, offsite, and offshore, along with innovative solutions such as Expert Services and Architecture Services.

- Siebel Business Process Automation Configuration
- Siebel-Buzzient Integration Development
- Support your validation efforts and Deployment to your Production environment

Staffed by two technical consultants skilled in web services development and Siebel CRM configuration with part-time project oversight over two to three weeks, this offering is executed through a fixed priced engagement.

Key Customer Responsibilities:

- Provide the required Siebel CRM Infrastructure (Network, Hardware, Security), and Database Support for this effort
- Deliver End-User training
- Obtain licenses under separate contract for any necessary Oracle and non-Oracle Applications before the commencement of services

How We Are Different

The Oracle Consulting team is focused exclusively on Oracle Technologies, and we have the experts that others turn to for leading practices in Oracle hardware and software implementations. We know how to best optimize your investment in Oracle products and can provide your business with tightly integrated, comprehensive, superior services throughout your ownership experience.

Getting Started

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