



Increase Profitability by Identifying and Retaining High-value Customers

The global rail industry is transforming, driven by strong growth in passenger and freight traffic. Rail enterprises are constantly trying to attract business from other means of transport and deliver differentiated products and services. Rail enterprises are developing service and loyalty innovations to acquire and retain high yield customers. Oracle solutions help modernize legacy applications and build a flexible information technology infrastructure to support a customer – centric approach to their businesses.

Increased agility, customer-focus, productivity and efficiency are the hallmarks that are requirements today for the modern rail enterprise to compete with other modes of transport for passengers and freight. To accomplish this, rail enterprises need to integrate and analyze customer data, develop customer service innovations, re-engineer business processes and support front-office and back office personnel with the Customer Relationship Management (CRM) tools needed to make more-informed and strategic revenue decisions. Oracle's market leading CRM applications help:

- Increase revenue by identifying, retaining and developing high yield passenger and/or freight customers
- Introduce new differentiated products and services tailored to high value customers
- Manage and reward regular, high value customers

Increase revenue by identifying, retaining and developing high yield passenger or freight customers

To ensure profitability and growth in a deregulated environment, rail enterprises need to be more effective in leveraging their resources to reach corporate clients and empowered consumers. This requires rail to consolidate information from multiple operational systems and gain a single view of the customer, across multiple touch points. Oracle delivers industry tailored analytics integrated with customer interaction solutions to drive revenue generation initiatives.

Oracle's Siebel Unified Customer Master solution unifies customer data from multiple business units and functionally disparate systems. It serves as a trusted authoritative source of customer information across the enterprise. Rail enterprises can now integrate multiple data sources, both internal and external, and have a single consolidated 360-degree view of each customer. Seamless integration with front-office transaction systems enhances your ability to gain meaningful insights into customer value and usage patterns.

Oracle's analytics applications enable you to proactively analyze customer transactional and financial data to develop and execute revenue growth strategies.

"We selected the Siebel proposal because it was innovative, flexible, and simple, with a single solution for the entire domain, from loyalty program management to data mining and call centers."

Cyril Garnier,
CIO of CRM Services, French
National Railways

“When evaluating solutions, we looked for something that would require fewer IT resources and less manpower to handle. Siebel Business Analytics was the right solution, at the right price, with the right sophistication, yet easy to use”

Alaska Airlines

Introduce new differentiated products and services tailored to high value customers

Rail enterprises are constantly exploring ways to attract customers from other transportation modes with new and differentiated service offerings. The value added services are very often offerings that yield maximum profits. The CRM solution from Oracle offers closed loop marketing capabilities that allow the rail company to use a world-class CRM application, including industry-specific capabilities, to significantly improve your effectiveness to market new service offerings.

Oracle’ Siebel applications deliver a comprehensive solution for the complete design, execution, and management of personalized, permission-based campaigns across all channels of your customer interaction. At the core is a single data repository that captures and stores all customer, partner, and employee interactions across all channels. You can leverage built-in analytic capabilities to create complex sales-target groupings, analyze route profitability, and execute the tactical components (such as programs and campaign events) associated with a marketing plan. Only Oracle provides a complete end-to-end solution that links strategy and planning with execution and measurement enabling you to drive more relevant dialogue with customers and increase the ROI from marketing programs. In addition, Oracle provides solutions for managing corporate travel contracts, processing smart-card ticketing transactions, and performing and validating mobile and wireless ticketing transactions—so you can further improve profitability by keeping operational costs to a minimum.

With Oracle’s CRM Marketing suite, the ability of marketing to efficiently analyze, plan, execute and measure marketing campaigns is greatly enhanced.

Manage and reward regular, high value customers

At the core of customer- centricity is the organization’s ability to identify, retain and grow business from its most loyal and profitable customers through constant service innovations and personalized differentiated customer service. Oracle delivers an integrated loyalty management solution that encompasses loyalty, call center, marketing and analytics.

Only Oracle offers an enterprise loyalty management solution that provides the scalability, flexibility, and functionality rail enterprises need to manage their loyalty programs either in-house or as a separate subsidiary. It helps you retain the right customers at the lowest cost. You can use the solution to create and run loyalty programs, manage partners and customers, and handle accruals and redemptions.

Oracle’s comprehensive customer loyalty management solution allows tracking of activity and status of various types of customers who are of value to the organization. The real-time integration with front office systems provides a 360-degree view of each customer and also provides up-to-date details on customer activity, true customer value and status to all staff who interact with a customer which allows for differentiated service provision.

Oracle provides a single solution from loyalty program management to data mining and call centers.

Count on Oracle

Oracle is committed to the rail industry. Only Oracle powers the information-driven enterprise by offering a unified data model to integrate customer information and targeted promotions, which ensure improved customer satisfaction. The result - profitable growth in a highly competitive and cost-sensitive market.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/industries/travel_transportation

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.

Did You Know?

- **4 of the top 5** freight railroads globally run Oracle Applications
- **More than 30** of the world’s leading railways run Oracle Applications
- **2 of the top 5** largest railroads globally run Oracle Loyalty solutions
- **26 of the top 40 US** Transit organizations run Oracle Applications
- **The number one** rail infrastructure company in the world runs Oracle Applications