

For Communications Service Providers, customer experience is now the competitive battleground

To differentiate in today's market, communications service providers (CSPs) can no longer compete on network quality, coverage, or price alone. Customer experience has become one of the clearest paths to growth and differentiation. Every interaction should reflect who the customer is, what they have, what they need, and what has already happened across the relationship.

This is increasingly a strategic priority for the industry: [51% of telecom executives](#) rank customer experience and engagement among their top three priorities for the next 12 to 18 months.

Customers also expect the employees serving them to have immediate access to the right context. Agents, sellers, retail associates, and partner teams need to find relevant customer, order, asset, billing, and service information quickly; navigate complex processes with less friction; and act consistently across devices and channels. When the employee experience is slow or fragmented, the customer feels the impact through longer interactions, repeated questions, inaccurate recommendations, and delayed resolution.

For many providers, that experience is still difficult to deliver. Customer data, product information, service history, orders, billing details, and workflows are often spread across disconnected systems. Context breaks as customers move between channels. Agents and sellers spend time reconstructing history and offers may not reflect the customer's current services or open issues. Orders may be captured incorrectly, creating fulfillment delays, billing questions, repeat interactions, and frustration.

Organizational fragmentation remains a significant barrier: [49% of telecom executives](#) cite siloed structures, including poor cross-functional collaboration and misaligned goals, as an inhibitor to navigating challenges and capturing value.

AI raises the stakes. Providers are moving from isolated AI pilots toward agentic workflows that can recommend, guide, automate, and support customer-facing work. But AI cannot scale on fragmented data or disconnected processes. It needs trusted customer context, secure integration, enterprise knowledge, and workflows that turn AI insight into governed action across sales, service, orders, billing inquiries, and care.

Siebel CRM makes customer engagement executable

Oracle Communications Siebel CRM is the customer engagement layer for communications service providers. It gives sales, service, contact center, retail, partner, and field teams a unified environment to understand the customer, guide interactions, manage requests, and connect customer-facing work to the systems that fulfill, monetize, and support the service.

With Siebel CRM in place, providers can improve how employees find information, navigate complex workflows, use AI-assisted guidance, and connect customer-facing actions to execution.

1. Grow customer loyalty and lifetime value

Customer experience breaks down when context does not move with the customer. A customer may start in a digital channel, call the contact center, visit a store, and later follow up through another assisted channel. Too often, each touchpoint forces the customer to repeat the motivation for their interaction.

Siebel helps providers create more consistent, contextual interactions by giving customer-facing teams a common environment for managing the relationship across channels. Agents and sellers can work from a more complete view of customer and account information, account hierarchies, interaction history, current services, installed assets, open requests, orders, trouble tickets, billing context, and opportunities.

Simplified navigation and Intelligent Search help employees move across related tasks without losing context and locate relevant customer and account information more quickly. A conversational interface helps employees interact with AI agents through a unified interface while maintaining the customer and workflow context of the interaction.

Siebel also helps make personalization operational. Customer 360, guided selling, next-best-action support, and customer asset visibility help employees recommend offers and actions that reflect the customer's actual relationship with the provider, rather than relying on broad segmentation alone. The result is more relevant engagement, fewer broken handoffs, stronger retention conversations, and greater customer lifetime value.

2. Improve sales conversion and order quality

Service provider sales teams are under pressure to grow revenue beyond basic connectivity through larger bundles, cross-sell, upsell, and adjacent services. Performance is typically measured through conversion rate, average deal size, time to quote, pipeline progression, customer lifetime value, and order quality, including the avoidance of fallout that can delay revenue or put commission at risk. However, fragmented channels, inconsistent product information, and disconnected quote and order processes can make it difficult to convert demand into accurate, fulfillable orders.

Siebel connects customer-facing activity and customer data to the downstream systems and processes needed to execute an order successfully. REST APIs, event-driven communication, headless access, and Siebel Open Integration help customer-facing workflows interoperate with digital experiences. Whether the downstream systems are Oracle or a third-party vendor, Siebel integrates with inventory management, catalog, billing and order management systems to enable 'cart persistence' ensuring that if a customer starts an order in one channel and then moves to another the shopping cart remains saved and a sales representative can pick up where a customer left off.

AI-assisted sales experiences can build on this context by helping employees recommend more relevant offers and guide customers through a personalized assisted journey. AI-assisted recommendations can help sellers locate relevant customer, product, asset, pricing, and order information, identify upsell opportunities, and navigate complex quote and order decisions. Guided sales capabilities extend this direction by guiding onboarding, recommendations, cart configuration, validation, and order progression through an assisted sales experience.

Functions including compatibility, eligibility and serviceability checks ensuring that sales representatives are only selling services that can be sold and fulfilled. The result is faster quoting, stronger conversion, greater deal value, fewer avoidable order errors, and greater confidence that what is sold can be delivered and billed as intended.

3. Accelerate customer issue resolution

Customer service representatives are expected to work with speed and accuracy. First, they need to quickly understand why a customer is contacting the provider, then identify the relevant customer account, context, and history to resolve the issue accurately with fewer handoffs.

Measured against metrics including average handling time (AHT), first-contact resolution, CSAT, NPS, and escalation rates, service representatives need the support of a robust CRM to meet their performance expectations. However, legacy operations can serve as barriers to success. If an agent can't quickly access customer account history, preferences, existing carts, or billing information the customer experience will be impacted

Siebel helps agents diagnose customer needs faster by providing a 360-degree view of the customer, eliminating silos and ensuring agents have access to the information they need to provide a positive experience. Further, Siebel CRM's AI-assisted capabilities help agents work more efficiently by providing contextual discovery, classification and interaction summarization, reducing manual documentation and time between calls. Service Request Similarity Search surfaces related, resolved requests and recommended resolutions, supporting representatives to identify proven approaches more quickly.

The result is faster resolution, fewer repeat contacts, more consistent service outcomes, and lower cost-to-serve.

Why Oracle and Siebel

Oracle combines communications industry expertise, trusted data, embedded and extensible AI, cloud infrastructure, and mission-critical applications. Oracle Communications Siebel CRM is purpose-built for communications. It supports the processes and data models that providers need to manage complex telco services, account hierarchies, and high-volume interactions.

Siebel can be deployed on-premises or on a preferred cloud infrastructure, including Oracle and third-party cloud infrastructure. Additionally, Siebel connects to Oracle AI but can also leverage AI and Large Language Models from third-party providers. It can be deployed on its own or as a core component of Oracle Communications Digital Business Experience, with pre-integrations to Oracle Communications Launch Cloud Service, Oracle Communications Billing and Revenue Management, and Oracle Communications Order and Service Management. These integrations help ensure that what customers are offered, is what can be sold, fulfilled, and monetized.

Turn customer intent into delivered experience

Oracle Communications Siebel CRM gives providers the depth to understand the customer, guide the interaction, capture intent accurately, and connect that intent to the systems that fulfill, monetize, and support the service.

Agentic flows, AI foundations, intelligent search, open integration, guided workflows, and cloud-ready operations strengthen Siebel's role as a practical path toward more autonomous customer experiences.

That is how providers move from customer experience ambition to delivered excellence: by making every interaction more connected, every recommendation more actionable, and every customer request easier to execute with confidence.

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