Siebel CRM Social Media

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Siebel CRM provides an open integrated framework for Social Media giving customers the ability to use Oracle Social Relationship Management (SRM) cloud services as well as custom solutions with their Siebel CRM implementation.

Oracle Social Media Engagement and Monitoring for Service

The integration with the Oracle Social Engagement and Monitoring (SEM) cloud service enables a complete engagement flow for Service. From the moment the social media post is analyzed by the Oracle SEM listening platform and pushed to Siebel, Siebel users can respond to the person on the social media channel via Oracle SEM.
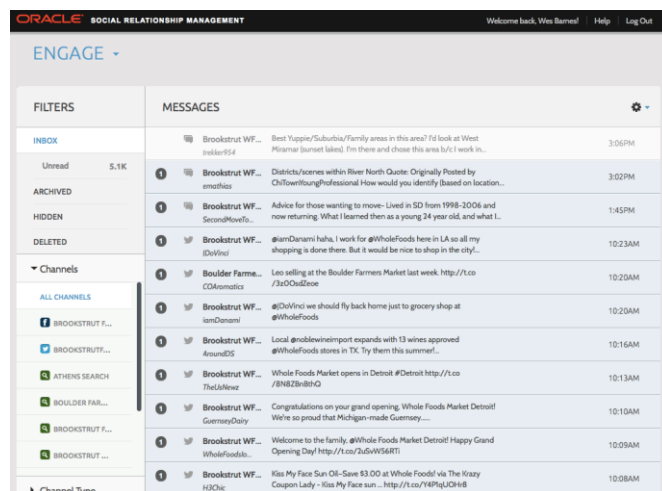

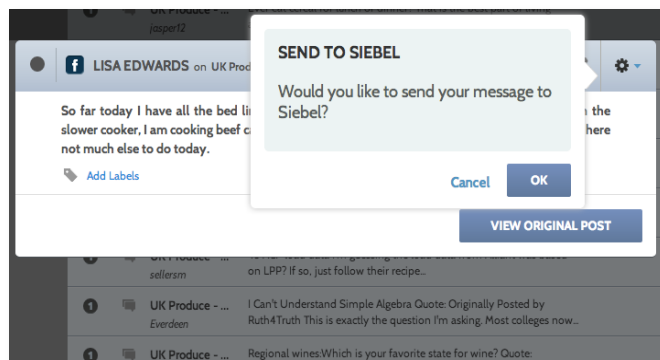Figure 1. Social Media posts reviewed in the SEM Engage view.

Figure 2. Service Request creation from Social Media post.

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As part of the service request creation process an intelligent search is made to match an existing Contact Social Profile with social profile responsible for authoring the social media post.

As the service request is progressed through to resolution, the service agent can update the service request to detail customer sentiment and also add vital social profile attribute data to enhance the Contact Social Profile.

Contact Social Media Profiles

Siebel CRM now provides a framework for storing Contacts known Social Media Profiles. Social profile information and attributes for a Contact provide a complete enhanced 360-degree view of a Contact.

- For individual Contacts, view and store many social media profiles

- For each social media profile, view and store detailed profile and attribute data such as interests, likes, followers, friends, tweets, re-tweets, location etc.

Oracle Social Media Marketing for Lead Capture

The integration with the Oracle Social Marketing (SM) cloud service enables Lead generation for Marketing. Leads collected from the Social Marketing solution for Facebook are automatically processed into Siebel CRM.

As part of the Lead creation process an intelligent search is made to match an existing Contacts social profile with the profile of the customer on Facebook.
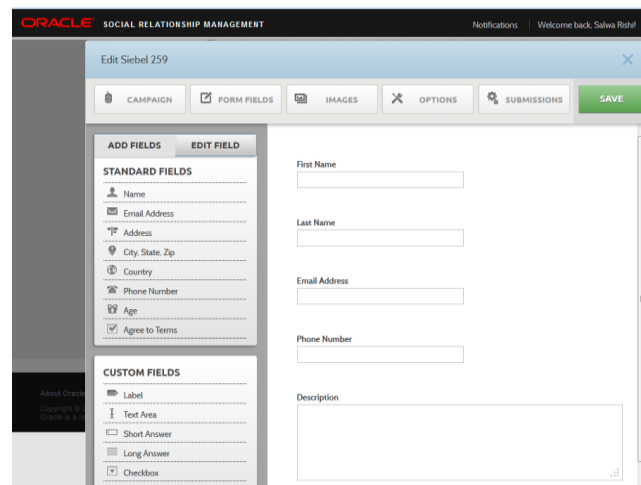

Figure 3. Facebook pages can be created to capture Leads into Siebel.

Oracle Social Media Marketing for Campaigns

The integration with Oracle Social Marketing (SM) cloud service enables linking Marketing campaigns on social media to Siebel Campaigns.
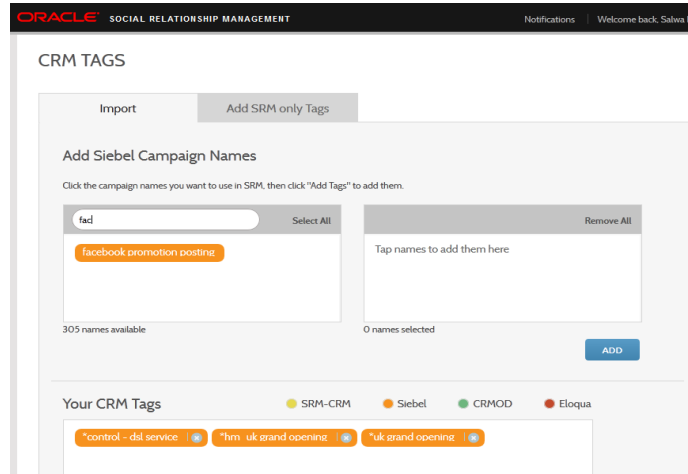
Figure 4. Social Campaigns can be associated to Siebel Campaigns.

Social Media Administration

Social Media administration views allow all custom social media channel integrations to be administered in a single place within Siebel CRM. Manage custom solutions for your business' social media channels in the Siebel CRM application, web services, user authentication and outbound channels.

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