

# ORACLE CRM ON DEMAND - AUTOMOTIVE EDITION

## ORACLE® CRM ON DEMAND

### THE WORLD'S MOST COMPREHENSIVE CRM ON DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Prebuilt industry solutions
- Embedded marketing, sales and service best practices

### KEY FEATURES

#### SALES MANAGEMENT

- Complete customer data
- Complete dealer profiles
- Opportunity management
  - Retail customers
  - Fleet accounts
- Pipeline analysis
- Account and contact management
- Calendar and task management
- Manage literature requests and sales collateral

With Oracle CRM On Demand Automotive Edition, you can drive superior sales and service to increase customer satisfaction. The first cloud CRM solution specifically designed for the automotive industry, Oracle CRM On Demand Automotive Edition extends critical CRM capabilities such as vehicle support and multi-channel selling throughout a manufacturer's extended enterprise with no significant upfront investments. Using Oracle CRM On Demand Automotive Edition, internal sales, marketing, and customer support agents can all leverage one central set of customer data.

### Obtain Consolidated Customer Demographics And Vehicle Profile

Traditionally, people that manage a large number of customer interactions—such as customer service or fleet sales representatives— had to rely on generic CRM solutions or inadequate homegrown CRM tools. Now, these groups can leverage the rich capabilities incorporating best practices available from Oracle CRM On Demand Automotive Edition to support their critical customer business processes through an intuitive, easy-to-use application.

Oracle CRM On Demand Automotive Edition provides service representatives a complete view of a customer's profile and full understanding of the customer's vehicle sales, service, and financial history. The consolidated customer profile and history of relationships between customers, vehicles, and dealers are all easily accessible from one comprehensive customer dashboard. With powerful integration tools, users additionally have the ability to access multiple legacy applications from within Oracle CRM On Demand to access related information relevant to the customer or vehicle. These capabilities provide instant access to important customer information that sales, marketing, and service professionals need to provide service effectively as well as cross-sell and up-sell additional products and services.

### Enable Multichannel Selling

Oracle CRM On Demand Automotive Edition supports the unique selling processes of the automotive industry— where OEMs sell through dealers to consumers and businesses and, in some cases, directly to businesses in collaboration with a dealer. Oracle CRM On Demand Automotive Edition enables companies to identify and track the roles of each of these parties in the sales process and grant specific rights to data ownership that are consistent with the business practices of all partners. Oracle CRM

## SERVICE MANAGEMENT

- Service request management
  - Customers
  - Vehicles
  - Dealers
- Service solutions
- Service analysis

## VEHICLE MANAGEMENT

- Vehicle sales, service and financial history
- Dealer and license information
- Owner and contact information

On Demand Automotive Edition also facilitates secure visibility of sales, service, and customer profile information.

## Deliver Superior Vehicle-Centric Service

Oracle CRM On Demand Automotive Edition enables the manufacturer to service customers while providing key customer information such as the vehicles that they own. With the latest release, a call center agent can initiate a service request for a customer and the vehicle they own or operate. In addition, the agent can forward this service request to a dealer of the customer's choice or easily search for specific dealers nearby based on their addresses. This allows for enhanced collaboration between the manufacturer and dealer to resolve customer issues. Oracle CRM On Demand Automotive Edition is the only cloud based CRM offering that brings true collaboration between manufacturer, dealer, and customer to resolve vehicle service issues.

## Bottom Line

Oracle CRM On Demand Automotive Edition enables automotive manufacturers to extend CRM capabilities to users who need a world-class CRM solution that is fast to deploy and requires no upfront investment. These groups are often at the front lines of customer interaction, making them critical participants of a comprehensive CRM strategy. By enabling these users to successfully "surround and serve" the customer, Oracle CRM On Demand Automotive Edition drives higher customer satisfaction, reduced costs, and improved profitability that maximizes your return on investment.



## CONTACT US

For more information about Oracle CRM On Demand, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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## Integrated Cloud Applications & Platform Services

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