ORACLE

Optimize Customer Advocacy with Siebel Loyalty
Celebrating Customer Success

Yogendra Joshi

Director Product Strategy

Siebel CRM

September, 2020

Safe harbor statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

US airlines reveal profitability of frequent flyer programmes

Recent deals show how reliant carriers have become on their loyalty schemes

Mr DeNardi estimated that in 2019, depending on the company, loyalty programmes contributed between 30 per cent and 50 per cent of profits for US airlines. "They're manufacturing these miles for about a penny, and they're selling them to their credit card partners for two pennies," he said.

A lot of an airline's value is in its frequent flyer programme
Loyalty scheme valuation ($bn)
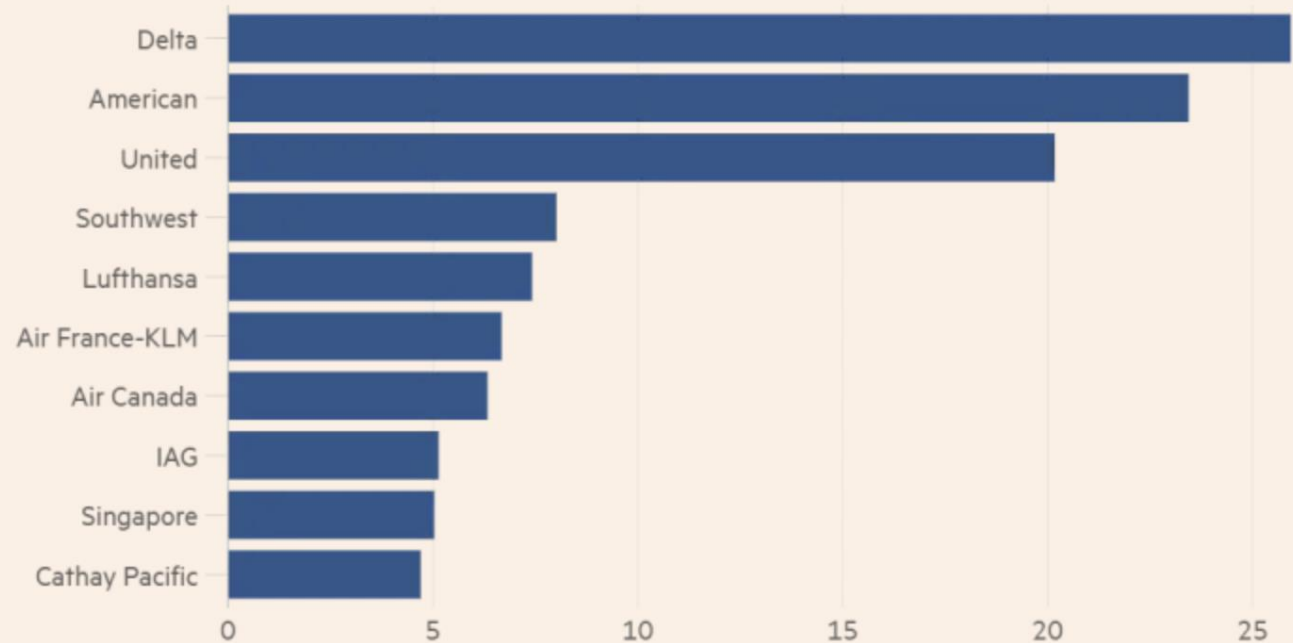
Source: On Point Loyalty estimates
© FT

4

Agenda

1   Customer Success Highlights

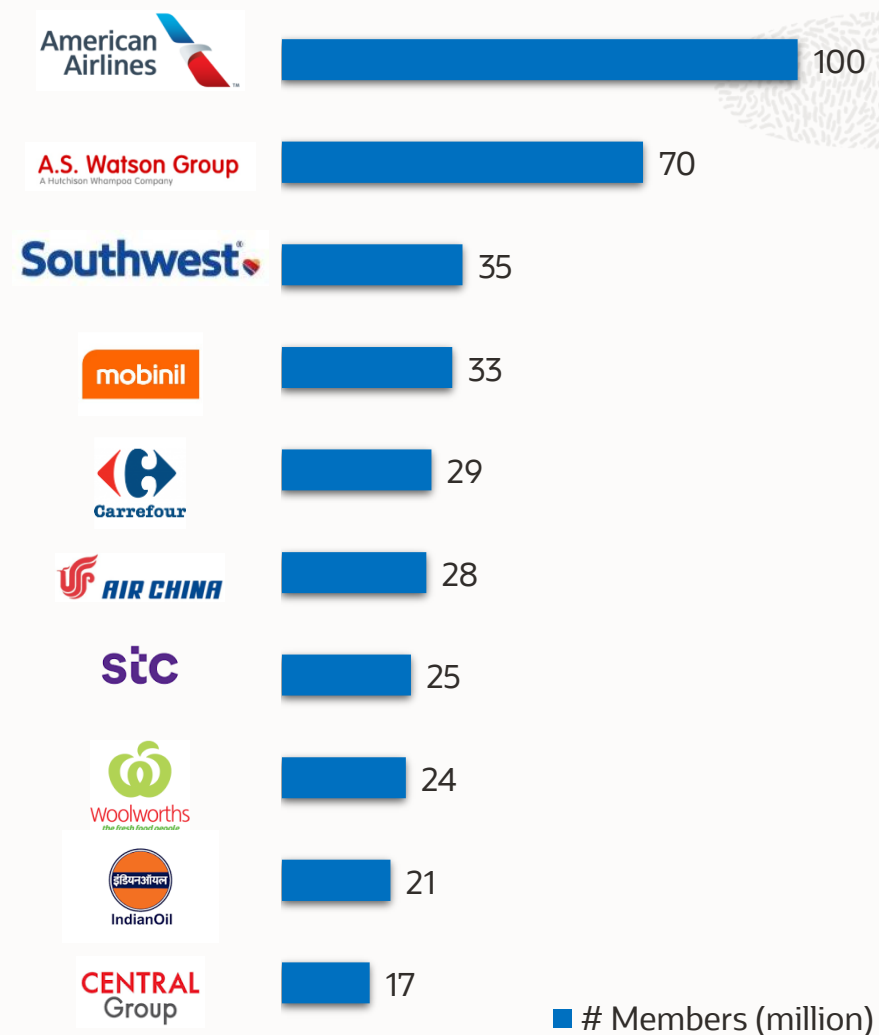2   Industry Best Practices

3   Roadmap

Customer Success

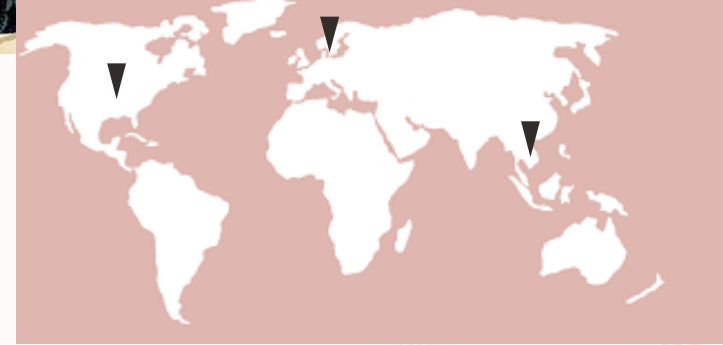**Highlights**

Siebel Loyalty

The #1 Cross-Industry Loyalty Solution

- Enterprise Class, multi-channel Loyalty system

- Pre-integrated with core CRM processes including marketing, service, order management and analytics

- 360 degree member information and actionable insight

- Modular, scalable loyalty engine, real-time operation

- Easy to extend to suite to any B2B / B2C loyalty program in any industry

Company	# Members (million)
American Airlines	100
A.S. Watson Group	70
Southwest	35
mobinil	33
Carrefour	29
Air China	28
stc	25
Woolworths	24
IndianOil	21
Central Group	17

■ # Members (million)

Sample Large-Scale Live Deployments

Driving Success: Across Industries and Geographies

American Airlines / AAdvantage

One of the largest loyalty programs in the world: Runs on Siebel Loyalty

Siebel CRM 19.12 running on OCI

American Airlines' Transformation to Oracle Cloud Infrastructure

Date: Sept 22, 2020

Start Time: 10:00 AM PDT

Duration: 45 mins

Read More

Axfood

Sweden's 2nd largest food retailer with a vision to be the leader in good and sustainable food

- Siebel serves as a master for member information, loyalty program, allocating offers & creating vouchers to members
- 5 different Loyalty programs for B2C, B2B, and Employee program
- Siebel Loyalty has a central role in business as it is supporting critical **real-time integrations** with both **online and physical stores**
- **Key functions**: Member enrolments from various channels, customer journeys, print channels, integrated partners and customer service
- Updated to **Siebel CRM 19.6** in **Oct 2019** & planning to update soon

Central Group / The1

Thailand's **largest Retail and Service** business group with spread in Retail, Property, Hospitality, Fin Tech, Hospitality and others

#1 Thailand's Retail & Services Business

#1 Loyalty Program in Thailand

17M Individuals Members

700K+ Corporates

1500+ Partners

2018 Live on Siebel Loyalty since

Customer's are Innovators

Presenters

Vamshi Sudharshanam

Sr. Solution Architect,
CRM & Fulfilment Services

stc

Scott Meyers

General Manager,
Americas

innovacx
...experience innovation!

Yogendra Joshi

Director,
Product Strategy

ORACLE
Siebel

Fireside Chat

- Your organization and the Loyalty initiative

- How you think Loyalty in your industry is different and what other industries can learn from it

- What you found as key strengths of Siebel Loyalty during your usage of it for your organization

- Share key innovation

Industry Best Practices with Saudi Telecom & InnovaCX

stc

Vamshi Sudharshanam

Senior Solution Architect
CRM and Fulfilment Services
Saudi Telecom

STC Loyalty

qitaf

Archival – Purge Solution

Sep, 2020

stc

Agenda

1	STC Loyalty Overview
2	Loyalty Transactions Volume
3	Archival – Purge Solution

stc

stc

The Saudi Telecommunications Company (STC) founded in 1998, is the prime provider of telecommunication services in Saudi Arabia, and is part of the STC Group.

A world-class leader which offers a variety of digital solutions and services in several categories including telecommunication, information technologies, financial technology, digital media, cybersecurity, and other advanced digital solutions, with that we are leading digital transformation nationally and regionally.
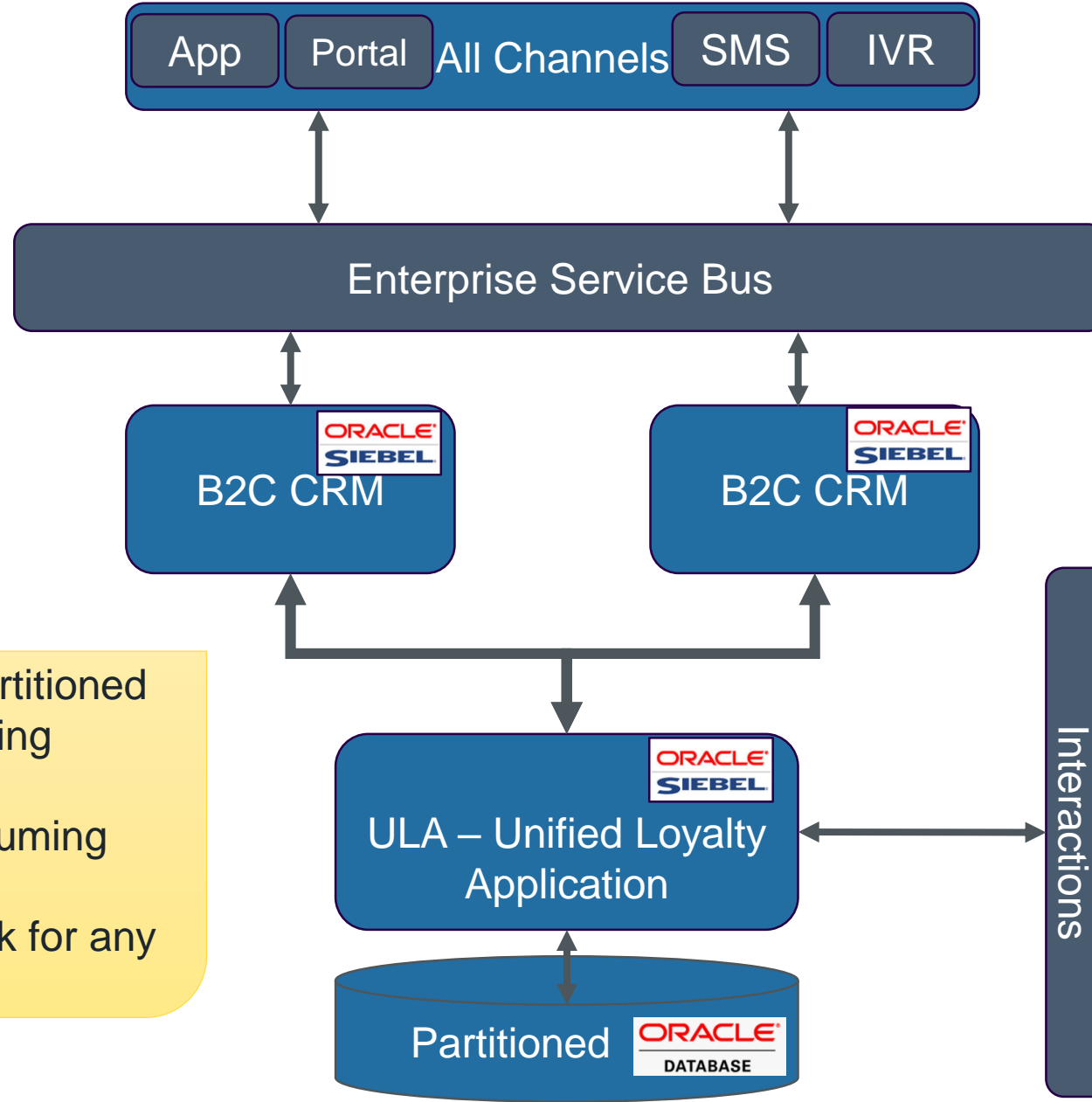
Strong footprint in B2C, B2B and Wholesale.

قطاف
qitaf - Loyalty Program

Gold | ذهبي tamayouz تميّز

Platinum | بلاتيني tamayouz تميّز

Diamond | ماسي tamayouz تميّز

stc

STC Loyalty Overview

All Channels: App | Portal | SMS | IVR

Enterprise Service Bus

B2C CRM (ORACLE SIEBEL)

B2C CRM (ORACLE SIEBEL)

ULA – Unified Loyalty Application (ORACLE SIEBEL)

Partitioned (ORACLE DATABASE)

Loyalty Partner Interactions

Partner (×6)

→ 20M Loyalty Members
→ 3M Loyalty TPD
→ 100M Loyalty TPM
→ Crossed 1B threshold

→ Loyalty DB Partitioned
→ Maximum Tuning exceeded
→ Backups consuming time
→ Anticipated risk for any DR

stc

Archival – Purge Solution

→ Went on to drawing board

    → Designed multiple solutions in-house and evaluated external solutions

    → Finalized 3rd party Archival-Purge solution in favor of its automation capabilities
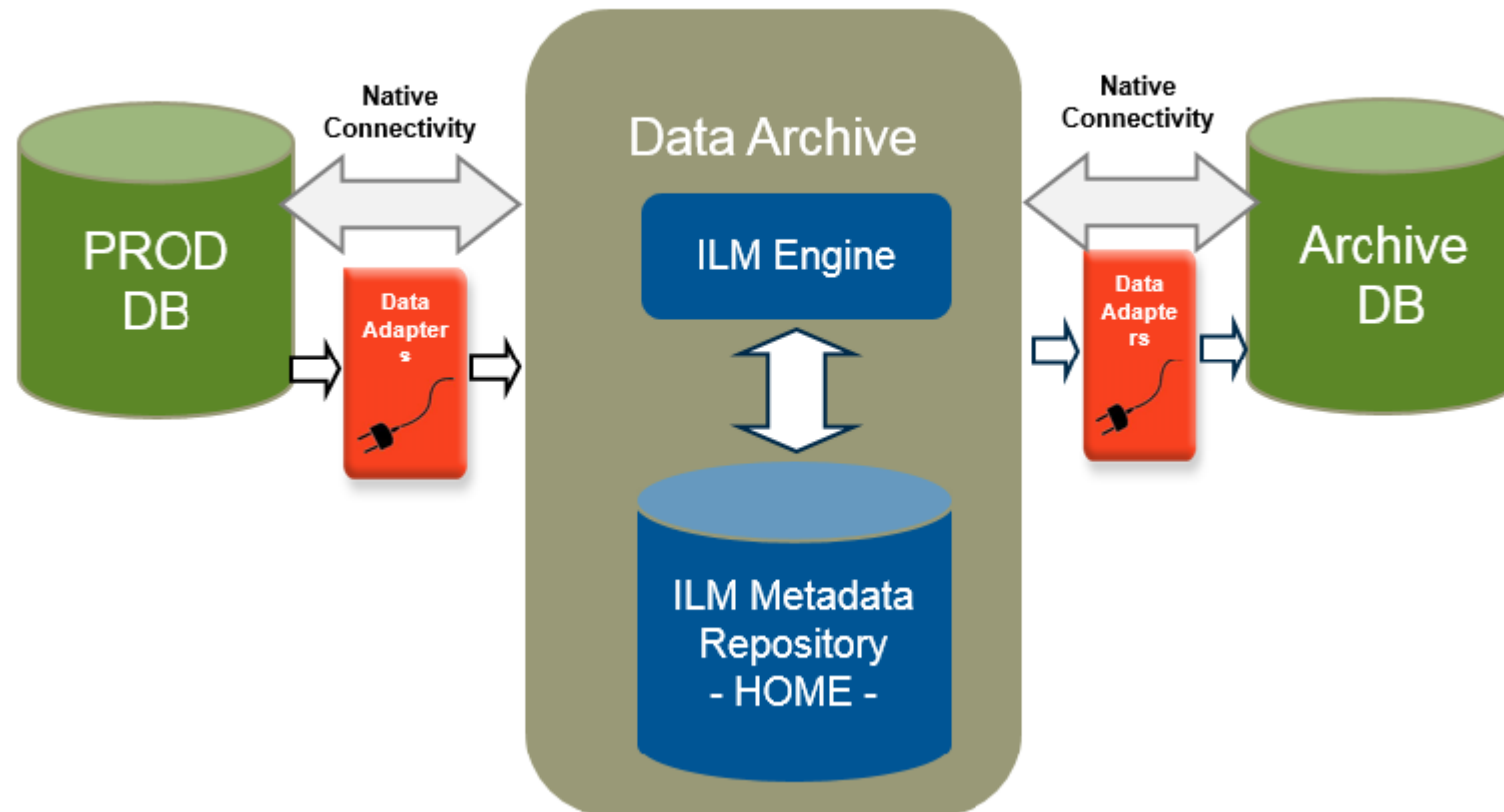
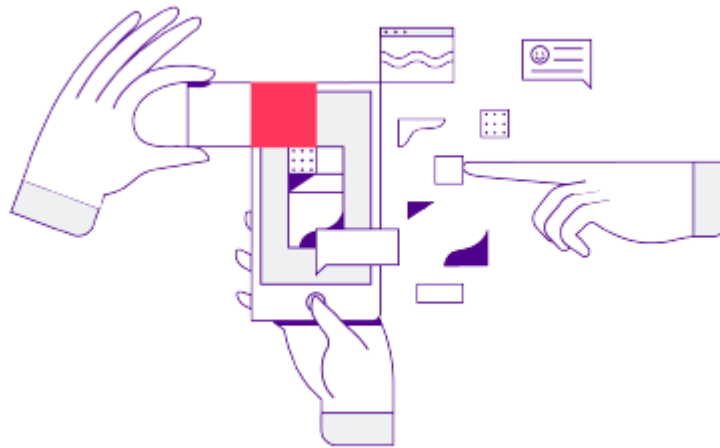# STC & Loyalty Other Innovations

1   Realtime – Redemption – Inspired by financial institutions

2   Voucher – with applied cryptography in code encryption/decryption

3   ULA - Unified Loyalty Application across BUs

stc

Thank you!

stc

innovacx®
...experience innovation!

Scott Meyers

—

General Manager, Americas
InnovaCX

Innovacx Siebel Loyalty Service Offerings

- Extend & Augment Siebel Loyalty with Oracle Cloud
  - Marketing
  - CDM
- Enterprise Integrations
- UX/CX Innovations
  - Siebel Open UI
  - Oracle CX Cloud - VBCS
- Managed Services
  - BAU Operations Support
  - Upgrades
  - Program & Promotion Strategy

About Taj
(Indian Hotels Company Limited)

- 100+ Properties
- Operating in 17 Countries
- 20,000+ Room Keys
- 7+Million B2C Guest Profiles
- 2+ Million Siebel Loyalty Members
- 140K B2B Accounts
- Over 500+ Corporate & Hotel Sales Team
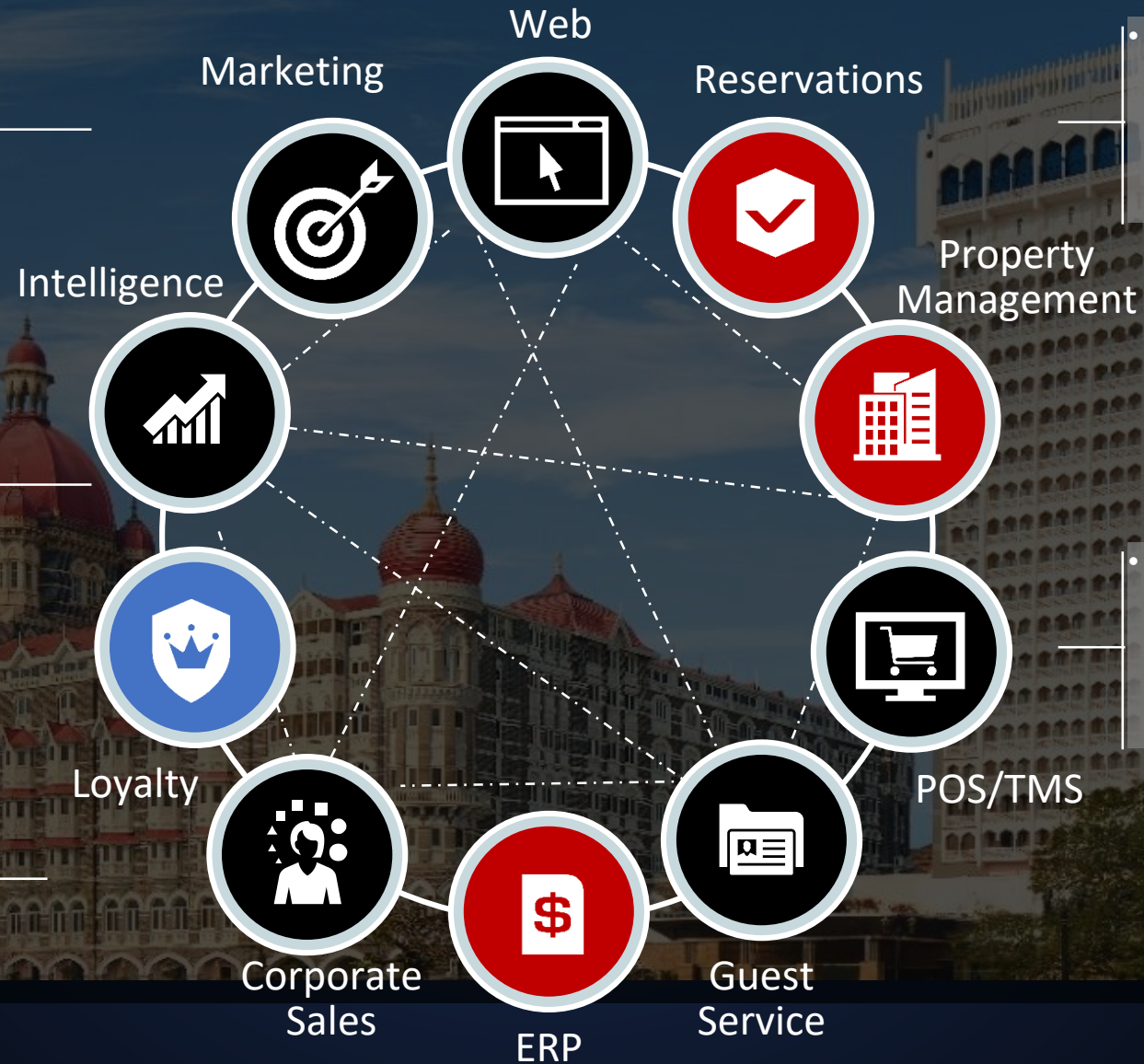- 100+ OPERA Properties and 4 Non OPERA PMS Properties

Challenged with Limited View of Guest Across Properties

Multiple disparate guest data sources
- Siebel
- Opera (Central/Standalone)
- Serenata CRM
- 3rd Party applications

- Lack of Single view of guest
- Inaccurate reporting & less informed decisions
- Multiple records of the same guests and accounts
- No data cleansing & merge duplicate record process

- Identifying Sales Productivity, key performers, commission payouts etc.

Marketing

Web

Reservations

Intelligence

Property Management

Loyalty

POS/TMS

Corporate Sales

ERP

Guest Service

- Loss of service in other engagement channels – Website, Mobile App, Table Management systems, SPA reservations

- Challenge in Identifying a High Value Room Guest when guest walks to a hotel/F&B outlet in a different property

360 View of Loyalty Guest Across Properties

Deployed Oracle CDM and PaaS to provide a cloud based single source of truth for Guest and Customer data

Deployed Innovacx's Oracle Hospitality to Oracle CX Cloud connector for seamless data flow between CDM, Loyalty, and Oracle PMS

Deployed Oracle Analytics Cloud to provide role based dashboards across users and properties

Deployed Oracle Sales Cloud to provide collaborative sales process for corporate sales across properties

Web

Marketing

Reservations

Intelligence

Property Management

Oracle CX Cloud CDM/Pass

POS/TMS

Loyalty

Corporate Sales

ERP

Guest Service
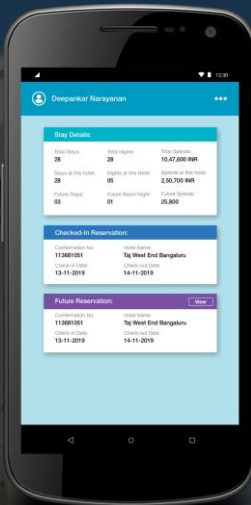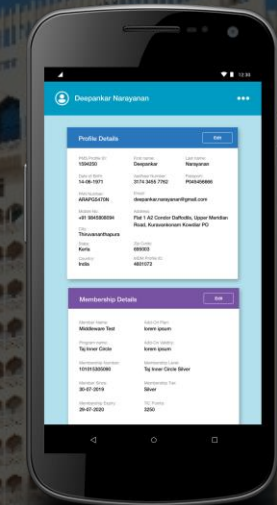
Guest 360 @ Front Desk

Hospitality Management System

- Leveraged Oracle PaaS to build and deploy Guest 360 view for Front Desk

- Integrated with OPERA PMS using Web Links

- Ability to view the Customer 360 through OPERA

- Get the details real time from CDM
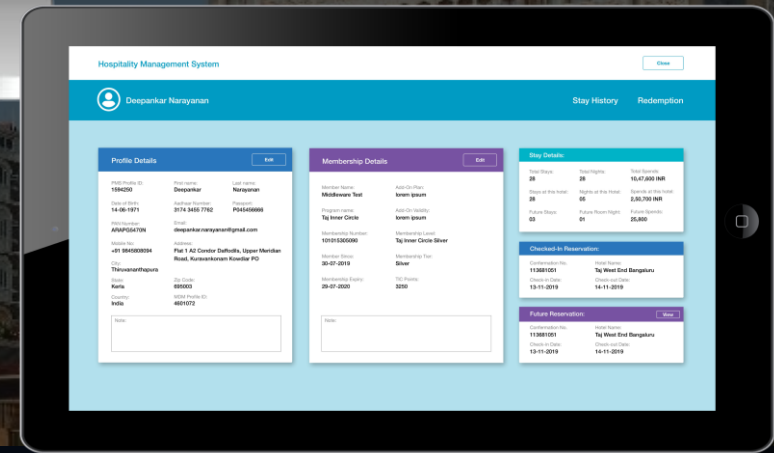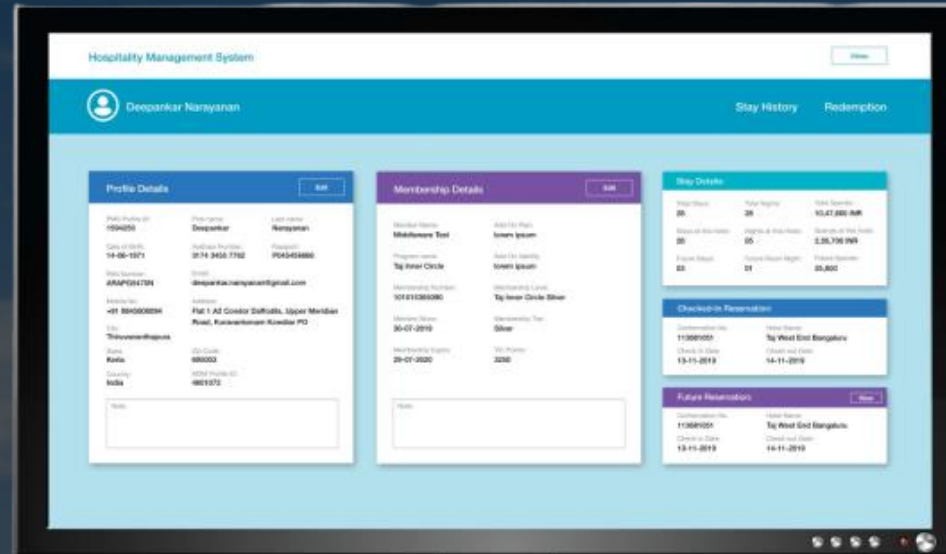
Innovacx Integrated Guest Experience 360

- Delivers Loyalty Driven Guest Experiences across properties

- Powered by an integrated and transformational Guest Experience Infrastructure

- Provides a seamless Guest 360 view across Reservations, Front Desk, Loyalty, Marketing and Corporate Sales

- Ability to see relationships between Loyal Guests and Corporate Accounts

TAJ

2019 -Wiiner of "Nexus Award for Best CX Ecosystem"

THE MARKIES

innova**cx**®
...experience innovation!

About WestJet

- Started In 1996

- Fly to more than 100 destinations in North America, Central America, The Caribbean and Europe.

- Our 14,000 employees are flying more than 22 million guests a year

- Over 700 flights per day, with a fleet of over 150 aircraft

- Siebel Loyalty, Marketing and OBIEE

Siebel Open UI - WestJet Agent Dashboard

- Optimized navigation and 'customer-centric' information view

- Iconography and color cues to emphasize time-sensitive alerts, proximity indicators, invalid information

- User-friendly way of capturing notes – fully integrated with the corresponding Siebel object

- Integration with Reservation and Identity Systems
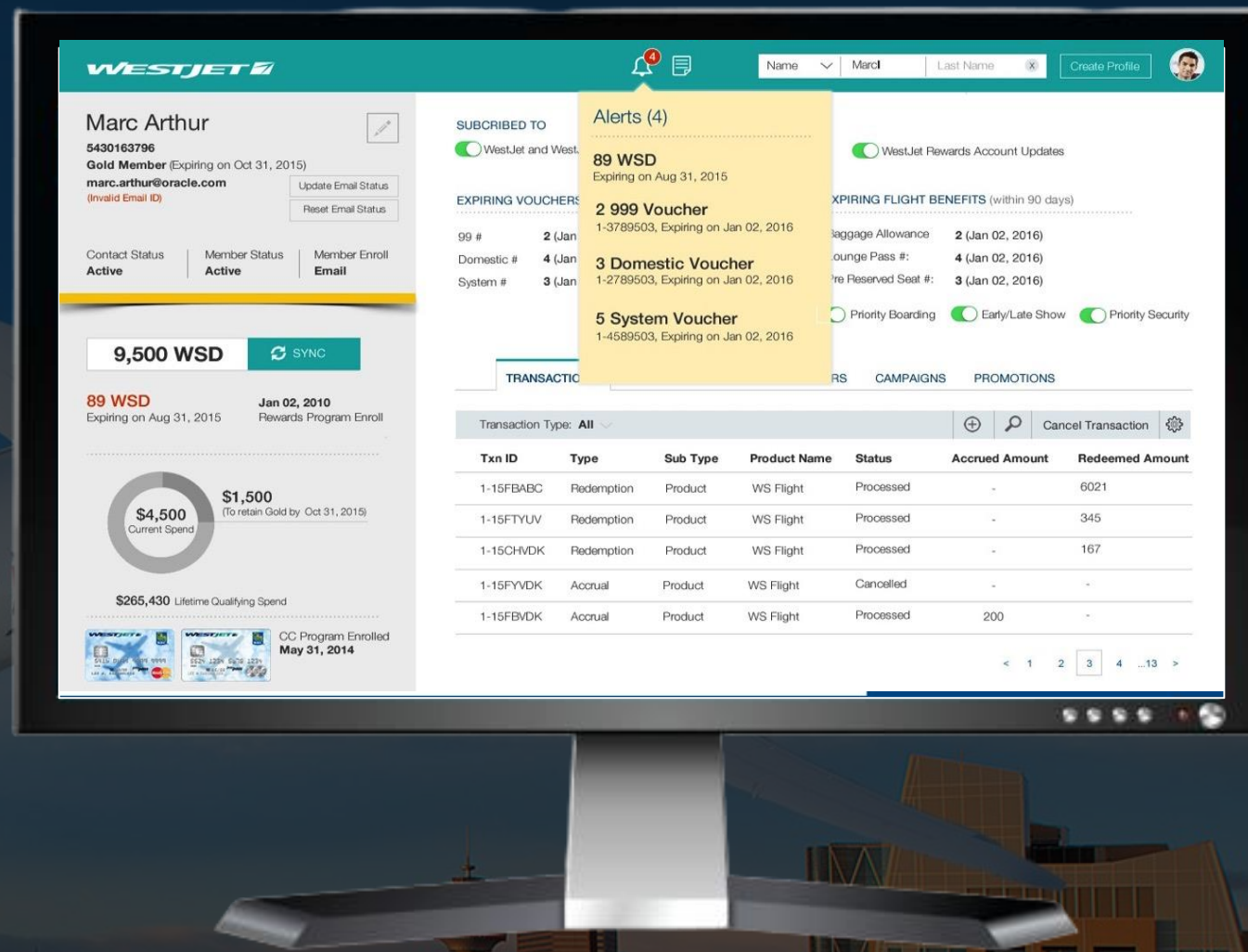
Siebel Open UI - WestJet Lounge Portal

- Delivered fully responsive user experience for desktop/tablet/mobile devices using Bootstrap framework in Siebel Open UI

- Completely secure with server side IP validations

- Easy to use, simple yet elegant user experience, tailored for specific user-profile
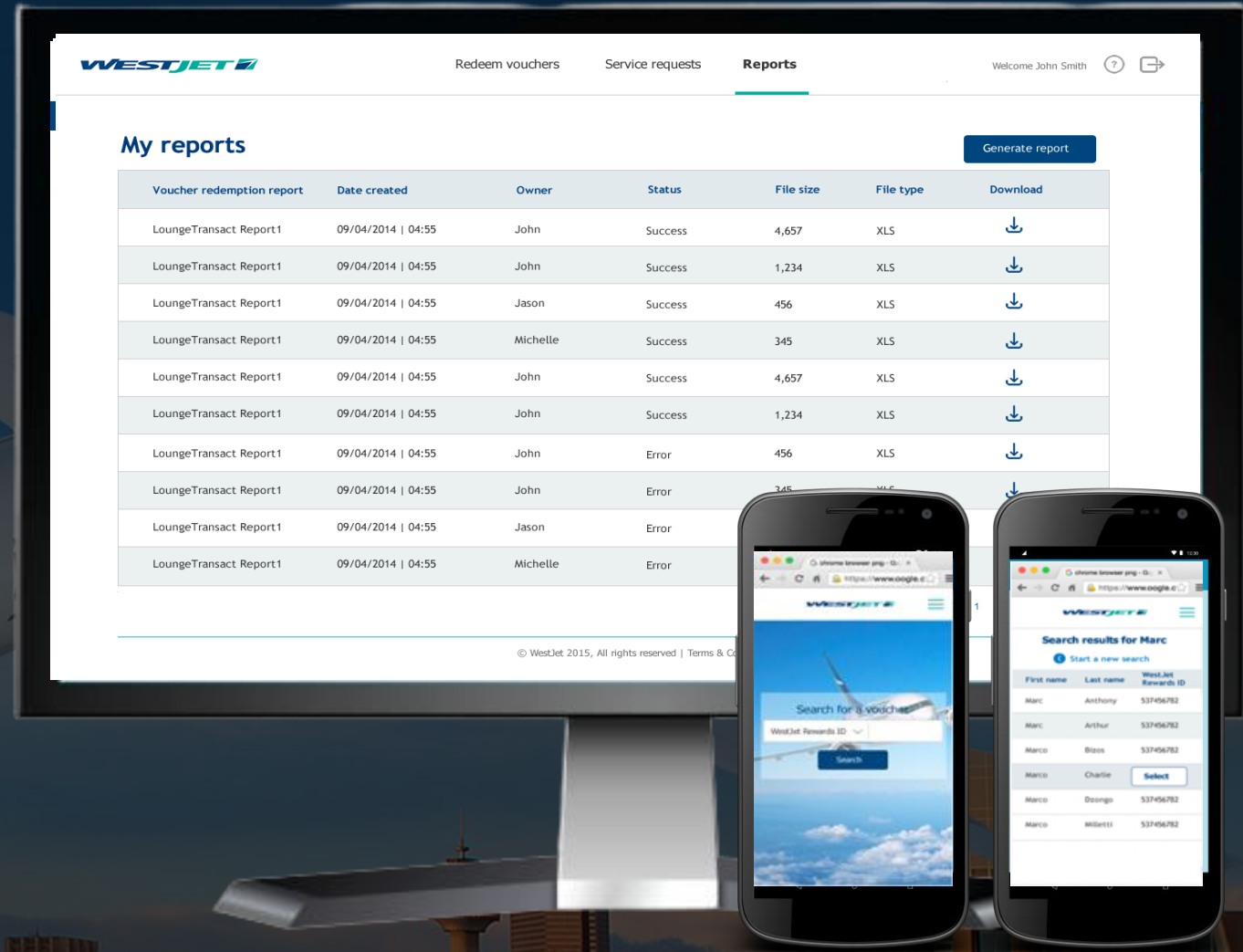
Innovacx Integrated Guest Experience 360

- Increased first call resolution

- Reduce call duration

- Increase retention via rich customer experiences

- 24x7 operations support for Siebel Loyalty, Marketing & OBIEE
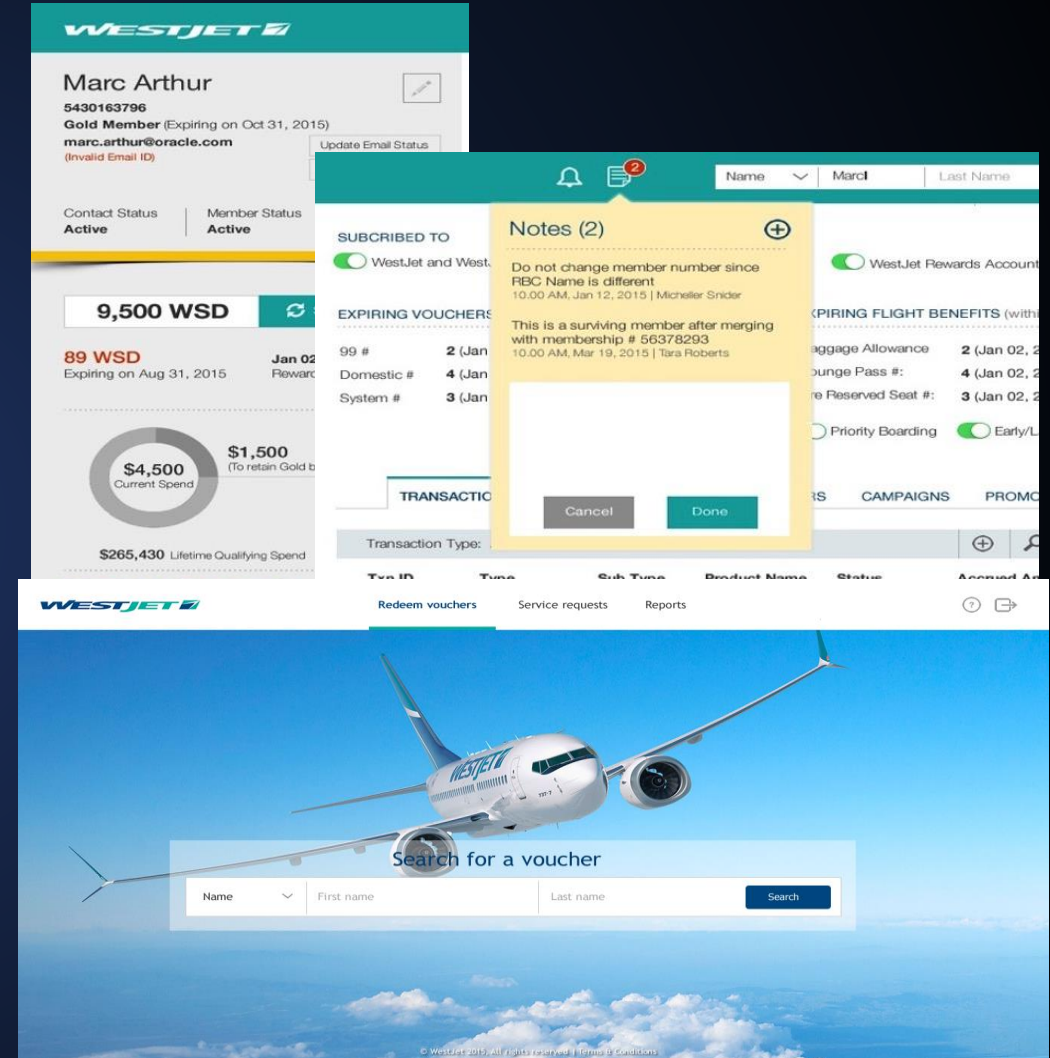
Thank You

Strategy & Roadmap

—

What's Next?
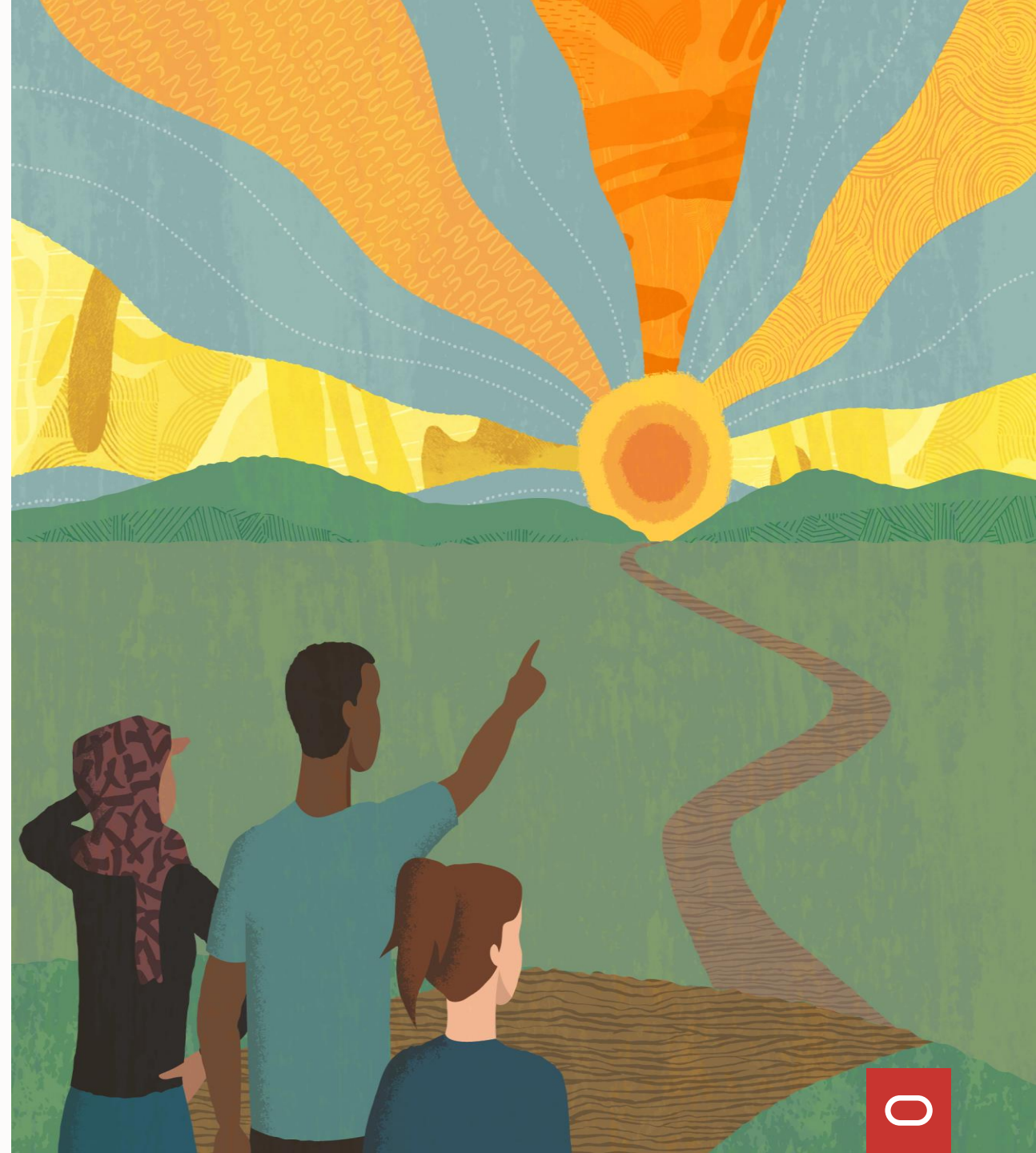
Technology Solution for Loyalty Programs is a **symphony of diverse and complex systems**

The Loyalty Program Management application mimics the role of a **CONCERTMASTER**

Sometimes you need complex eco-system for

great customer experience

Gain Deep Customer Insight

- Multiple Loyalty Programs
- Multiple Tier Models
- Cross-Industry Program Offering
- Theme Based / Time Based / Event Based Promotions

Build - Extend - Customize

- Easy to integrate with virtually any legacy or new-gen system
- Build great online and social customer experience with high performance APIs
- Leverage best in class tools to model your own business processes, however complex.

Reward, Recognize and Differentiate

- Flexible Reward Choices
- Corporate-Employee Joint Rewards
- Dynamic Redemption Pricing
- Recurring Rewards
- Dynamic Vouchers
- World-class real time engine

Siebel Loyalty

Measure, Analyze and Optimize

- Financial Accounting and Compliance
- Financial Controls
- Frauds Detection and Prevention
- OOTB Loyalty Analytics - Customer Insight, Promotion Effectiveness, Partner Performance, Program Insight

Drive Cross Channel Customer Engagement

- Advanced Partner Integration capabilities
- Pre-built Member and Partner Portal
- Loyalty Services for Call Center
- Web Services for 3rd Party Channel Apps

Maximize Speed to Market

- Centralized Rules Management
- Enables infinite innovation
- Graphical Promotion Designer
- Hierarchical Rules Author
- Advanced Promotion Simulation

Key Innovations for Customer Success

Value & ROI Delivered from Customer-Driven Innovations

PARALLEL DEVELOPMENT
New seed data framework and Workflow deployment

SEAMLESS UPDATES
Monthly Release Updates & Seamless Repository Framework eliminates need for IRM

CONTAINERS
The ability to run Siebel CRM as Containers orchestrated with Kubernetes

CLOUD INFRASTRUCTURE
Reduced TCO - Move & Improve Siebel CRM by deploying to Oracle Cloud Infrastructure
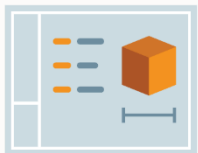
WEB TOOLS
Web Tools evolution with Script Debugger, Task & Workflow Editors and Simulators

AUTOMATION
Rest API Enabled CI/CD Components & Test Automation

OPEN UI
Flexible UX framework continues to support business-tailored, intuitive UI development

EXTREME SCALE
Enterprise grade CRM with supreme performance and scalability for highly mission-critical implementations

Related Session: Siebel CRM in 2020 - Key Benefits & ROI

Key Innovations for Customer Success

Value & ROI Delivered from Customer-Driven Innovations

Available

PARALLEL DEVELOPMENT
Beat the competition with fast promotion rollout

SEAMLESS UPDATES
Low to No downtime for your Loyal customers
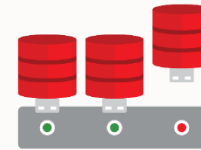
CONTAINERS
Makes life easier and faster for your IT staff

CLOUD INFRASTRUCTURE
Reduce TCO and benefit from Oracle Cloud Infrastructure

WEB TOOLS
Adopt new partners and integrations seamlessly

AUTOMATION
Reduced roll-back of promotions and better customer experience

OPEN UI
Superior usability and productivity for Loyalty Manager and Service agents

EXTREME SCALE
Onboard more customers, behavior data and partners without worry

Strategy : Continuous Innovation & Oracle Investment

Core Features
Monthly Updates
Docker Containers
Gateway Clusters

Cloud Native
Siebel as a Service
Modular components
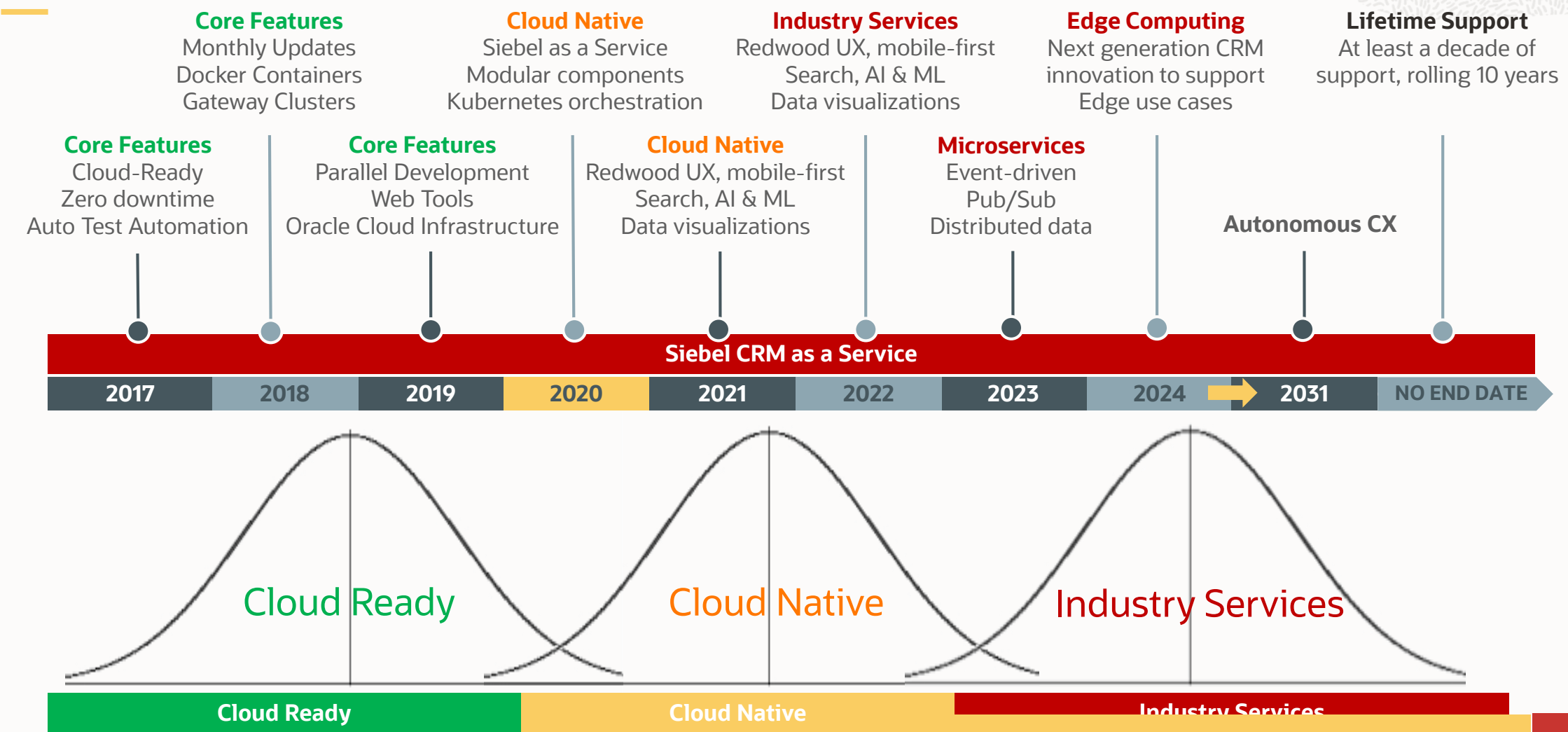Kubernetes orchestration

Industry Services
Redwood UX, mobile-first
Search, AI & ML
Data visualizations

Edge Computing
Next generation CRM
innovation to support
Edge use cases

Lifetime Support
At least a decade of
support, rolling 10 years

Core Features
Cloud-Ready
Zero downtime
Auto Test Automation

Core Features
Parallel Development
Web Tools
Oracle Cloud Infrastructure

Cloud Native
Redwood UX, mobile-first
Search, AI & ML
Data visualizations

Microservices
Event-driven
Pub/Sub
Distributed data

Autonomous CX

Siebel CRM as a Service

| 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | → | 2031 | NO END DATE |

Cloud Ready

Cloud Native

Industry Services

Cloud Ready

Cloud Native

Industry Services

Related Session: Siebel CRM Strategy & Roadmap

Key Takeaways

Customer Success.

Siebel Loyalty continues to flourish with its proven functionality, scalability and performance

ROI & Agility.

Update your Loyalty platform to the latest release for increased agility - configurable, lightweight and nimble across both on-premise and cloud

Leadership.

Proven track record in Loyalty. Connect directly with our Loyalty Strategy team in the Customer Advisory Board

Thanks!

Yogendra Joshi

✉ **yogendra.joshi@oracle.com**

🅱 blogs.oracle.com/siebelcrm

Poll

1. What is the current Siebel version your organization is using?
2. What would you like to see in Siebel Loyalty roadmap (select multiple)?

(see appendix for results)

Poll Results

1. What is the current Siebel version your organization is using?
   - IP 2014 or older
   - IP 2015 or IP 2016
   - IP 2017 or Siebel 18.x
   - Siebel 19.x or newer

Pie chart:
- 7% — IP 17 or Siebel 18.x
- 12% — IP 14 or older
- 39% — IP 15 or IP 16
- 42% — Siebel 19.x or newer ✓✓
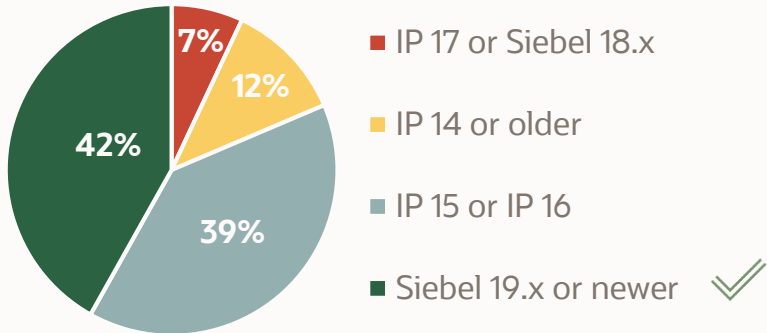
2. What would you like to see in Siebel Loyalty roadmap (select multiple)?
   - Data led Process Automation
   - Data led Process Automation
   - Loyalty Partner Enhancements
   - Loyalty Promotion Enhancements
   - Enhanced Data Analytics
   - Machine Learning and AI use cases
   - Enhanced Customer 360
   - Reward Personalization
   - Social Engagement

Bar chart:
- Social Engagement — 47% ✓✓
- Reward Personalization — 47% ✓✓
- Enhanced Customer 360 — 44%
- Machine Learning and AI use cases — 42%
- Enhanced Data Analytics — 40%
- Loyalty Promotion Enhancements — 37%
- Loyalty Partner Enhancements — 26%
- Data led Process Automation — 23%
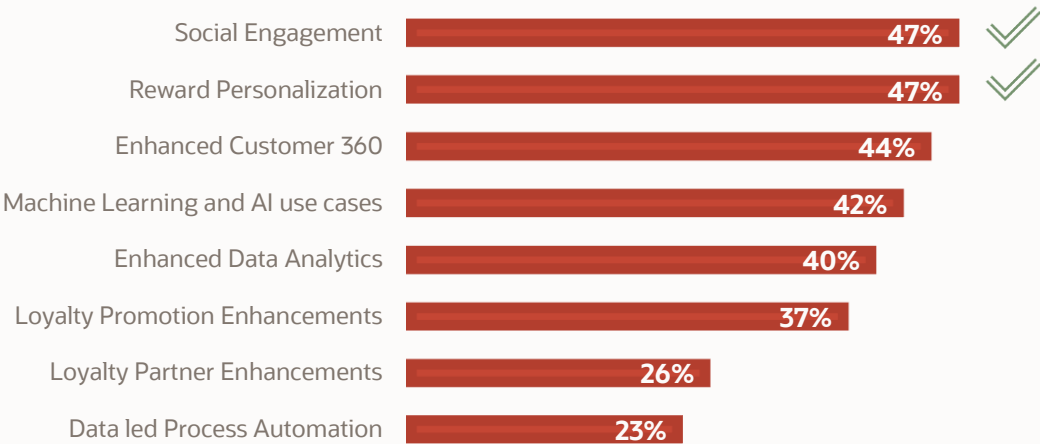
Useful Resources and Siebel CRM Community

Regional Events
70+ Siebel CRM events worldwide in last 3 years

Virtual Meetings
Monthly CAB Hangouts sharing case studies and the latest innovations

Customer Success
Regular case studies shared at events and meetings

Leadership
CAB members are directly assigned a Product Development Sponsor

Partner Innovation
Extensive network of global partners with track record of Siebel CRM customer success

Customer Connect
Portal for product ideation and customer success content. LinkedIn community and blog

Executive CAB
New CAB tier for senior executives with a focus on evolving CRM strategy

Get Involved! ⤴
Join our Customer Advisory Board today

Take the Siebel CRM Innovation Survey

Let us help you kickstart your Siebel CRM transformation

https://go.oracle.com/siebelcrm-innovation

Stay Connected

blogs.oracle.com/siebelcrm