

SIEBEL
CUSTOMER RELATIONSHIP
MANAGEMENT

SIEBEL CUSTOMER ORDER MANAGEMENT - SIEBEL PROMOTION GROUPS

COMMUNITY-SERVICES BASED
PROMOTIONS

KEY FEATURES

- Promotion Groups Core- Administration
- Promotion Groups Core – Run Time
- Promotion Groups - Pricing
- Promotion Groups – Access Control
- Promotion Groups - Notification
- Promotion Groups - Validations

KEY BENEFITS

- Increase average revenue per subscriber
 - Consolidate customer services with convergent offers
 - Secure additional recurring revenue with membership fees and commitments
 - Increase market share with family packages and community-of-interest offers
- Improve subscriber experience and satisfaction
 - Introduce new and innovative offers to the market
 - Increase customer loyalty with rewards and pricing adjustments
 - Enforce membership management policies with access control rules
- Improve operational efficiency and cost to serve
 - Decrease time to market with reduced need for customization
 - Simplify sales and support with built-in subscription management functionality
 - Ensure order right first time with extended compatibility and validation rules

RELATED PRODUCTS

Following products are available from Oracle and enable companies to further enhance their Quote and Order Capture Processes:

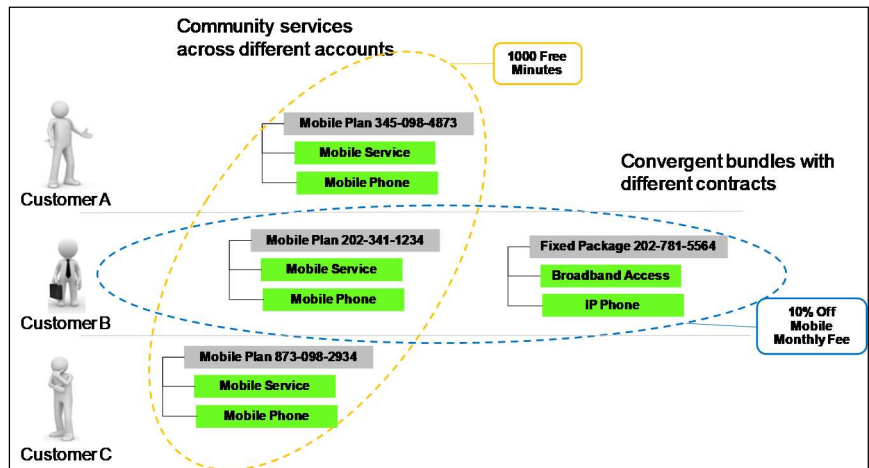
- Siebel Sales

Siebel promotion groups allow Communications Service Providers to differentiate more from their competition by enabling closed user groups or community-of-interest services to grow customer and market share. A promotion group can apply to any set of individuals including a company, an organization, or a family.

Concepts

One of the key requirements for Communication Service Providers is to allow existing services with contracts to participate in new contracts or offerings without affecting existing contracts. By participating in community offerings with their existing services, participants receive rewards such as special pricing on calls to community participants. Participants may have to pay one-time or recurring fees to participate for joining the community.

Promotion Groups, a new entity, provides the ability to re-use existing customer assets (e.g. a mobile service, -) in new community offerings by making the asset a member of a Promotion Group. The notion of membership is essential in Promotion Groups.



In the example above, three customers are subscribed to Mobile plans. Customer B has subscribed to a fixed package also. Promotion groups allows CSPs to define a community offering, say, to create a soccer team group, which goes across customers A,B and C so that they can share rewards such as 1000 free minutes. Promotion groups can also be used to group different assets/services of a given customer. For example, grouping Mobile and Fixed Plans for customer B so that he gets a 10 % off mobile monthly fee.

- Siebel Service
- Siebel Marketing
- Siebel Analytics
- Siebel Configurator Runtime
- Siebel Dynamic Pricer
- Siebel Quotes and Order Capture
- Siebel Customer Order Management Administration Server

Integrated Administration

Creation and maintenance of Promotion Groups and related objects is part of Siebel Product Administration. It leverages and extends the Bundle Promotions concepts and functionality (e.g. commitments, pricing adjustments)

Memberships

Memberships define the association between a Promotion Group and customer services (Assets). Different Memberships may have different roles and privileges in a Promotion Group Membership. Domains restrict the products/services that can be associated to a membership.

Order Capture

The order capture functionality has been enriched to support quotes and orders containing Promotion Groups. A new quote/order view enables call center agents to associate existing or new assets to promotion group memberships. The Asset-based Ordering (ABO) flows have been extended to support promotion group-related processes.

The screenshot displays the Siebel CRM interface for a Sales Order. The main window shows the order details for Order # 296-117832690, including the account (Colorado Storm Soccer), status (Pending), and total amount (\$587.43). Below the order details, there are several panels:

- Line Items:** A table listing various products and their quantities, such as Community Package, Community Leader, Free 1000 Minutes, Gold Participant, Silver Participant, Nation 800 Minutes, Wireless Service, 100 Award Credits, Daytech 400, and Nation 500 Minutes.
- Asset List:** A table showing assets associated with the promotion group, including Nation 800 Minutes with service ID 3015351711.
- Promotion Group Definition:** A table defining the membership rules for the promotion group, including Community Le., Silver Particip..., Gold Particip..., and Reward Camp. - Free 1000 Min..
- Associated Member:** A table showing the associated member details, including account, product (Nation 800 Minutes), and service ID (3015351711).

Group Management

Promotion Groups instances are automatically stored as assets and they can evolve over time as members are added or disconnected. Runtime flows can be top-down (e.g. promotion group owner can add or delete a member to a group) or bottom-up (e.g. a member requests to be added to a group). New views have been added for order capture both top-down and bottom-up runtime flows.

Pricing and Commitments

Commitments and early termination charges can be defined for both Promotion Groups and Memberships. Promotion Groups and Memberships can have one-time or recurring fees. Price adjustments can be defined for assets associated to promotion groups at any level in the asset structure.

Notifications

Notifications can be defined to be sent on events like ‘Member Added’ or ‘Member Disconnected’. Only the notification definition is provided, execution is left to customers, based on their privacy and communication preferences policies and systems.

Validation

The Eligibility and Compatibility (E&C) framework supports both Promotion Groups and Memberships. In addition, it has been enhanced to define compatibility between the assets associated to a promotion group instance. Validation rules have been added to enforce commonality or uniqueness of attributes across members of a promotion group (e.g. all billing accounts must be different)

Access Control

The memberships of a promotion group can have different access control, which gives their members different access rights for the ongoing group management. For example, a ‘Gold Membership’ gives its members all access rights (add, modify or remove all members), whereas a ‘Bronze Memberships’ allows its members only to disconnect their membership. Access Control rules are enforced at runtime in the top-down and bottom-up user interfaces.

Task based UI

Seeded Task-based User Interface are available to create a new promotion group from a promotion group definition and subscribe members to that promotion group by associating existing assets with the promotion group memberships. For more information about promotion groups and their components,

For more information, refer to [About Promotion Groups](#) bookshelf.

Contact Us

For more information about Siebel CRM, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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