Oracle Telesales

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E-BUSINESS SUITE

Oracle® Telesales is an inside sales application, optimally designed for contact center professionals, whether they are inbound or outbound telesales agents. Oracle Telesales provides a versatile set of tools to manage the sales cycle - from prospecting to booking orders. It offers a true multi-channel selling solution that leverages all sales channels – contact center, web and field sales. Key features include contact, task, lead, opportunity, quote and order management, as well as event registration and collateral fulfillment. Oracle Telesales can easily be configured to support post-sales activities such as service and collections. No other vendor can offer this broad array of functionality 'out of the box' from a single application. Oracle Telesales drives selling effectiveness from prospect to opportunity by providing qualified selling information for sales agents to close deals faster. Oracle Telesales is part of the Oracle E-Business Suite, an integrated set of applications that are engineered to work together.

KEY FEATURES

• Maintain customer and contact information

• View of business activities across operating units

• Lead and opportunity management

• Quote and order management

• Forecast management

• Event registration

• Collateral fulfillment

• Computer telephony integration

• In-bound and out-bound calling

• Centralized access to work queues

• Work management tools that streamline sales tasks, track orders, invoices, payments and returns

Comprehensive Customer Management

Business-to-Business and Business-to-Consumer Selling Models

Selling to businesses and consumers requires different processes and approaches. Oracle Telesales supports both Business-to-Business and Business-to-Consumer selling by providing telesales agents with all the information they need to efficiently sell and service customers. Telesales agents can easily switch from selling to a contact at a company to selling to the same person as an individual consumer. Tailored relationship plans specific to one or many organizations or consumers can be created to help guide the agent during the interaction with the customer.

View of Business Activities Across Operating Units

Oracle Telesales offers the ability to access customer and contact business activities, specifically quotes and orders, created in different operating units without requiring the user to switch responsibilities. Telesales users can be setup to access multiple operating units independent of their responsibility. A Telesales user is able to view quote and order details for all operating units that they can access regardless of their responsibility.
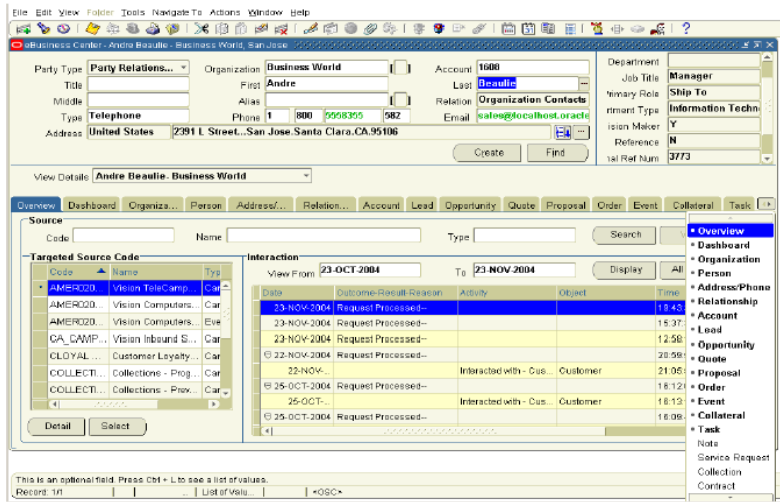
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Figure 1: E-Business Center – One stop access to customer information

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Unified 'eBusiness Center' Provides Customer Information Across the Spectrum

Telesales agents are constantly challenged to provide the best possible customer experience. As such, access to customer information across all lines of business to fully address the needs of the customer is paramount. Traditionally, a telesales agent had to access many different sources and systems to get necessary information to conduct the interaction. Telesales agents would like to know about escalated service requests and pending collection items before making a sales call. Service agents would like to verify payment status and pending opportunities for their customers before providing service. Leveraging the power of the Oracle E-Business Suite, Oracle Telesales' eBusiness Center offers easy access to customer information across all lines of business from a single, unified contact center desktop. From this desktop, telesales agents have access to both pre and post-sales information such as targeted marketing campaigns, customers, customer accounts, contacts, leads, opportunities, quotes, orders, service requests, collection items, sales and service contracts, and install base. A single, configurable dashboard summarizes the customer's status by providing key business indicators ranging from pending opportunities and service requests to delinquencies.

Prevent / Eliminate Duplicate Customers

Given that the customer is the most important entity in any business transaction, the importance of customer data quality cannot be over emphasized. Historically, telesales agents have contended with the existence of multiple records of the same customer leading to confusion, customer dissatisfaction and lost productivity. Oracle Telesales' Data Quality Management feature resolves existing duplicate customer data and helps prevent the possibility of creation of duplicate customer records in the

system. It also provides powerful fuzzy matching logic and scoring to assist the agent in identifying records for carrying out online updates to customer information.

Complete and Integrated Business Processes

Campaign to Cash

Using both sales and marketing data, Oracle Marketing generates target lists, creates campaigns, assigns call guides, and targets the execution of the campaigns across all channels: contact center, web, and field sales. Telesales agents execute these campaigns in the contact center for both inbound and outbound call campaigns. Leads are created, ranked and immediately routed to the correct sales representatives based upon territory definitions. Qualified leads are converted into selling opportunities, and budgetary and sales information are updated for accurate and up-to-date forecasting. Within seconds, quotes can be created using the opportunity information. Additional price adjustments and terms/conditions can be applied to the quotes before placing the order. Order placement triggers back-end applications for shipping, inventory management, and payment. Whether it's a long sales cycle (Lead to Opportunity to Quote to Order) or short sales cycle (Call to Order), Oracle Telesales maintains campaign information with each transaction for accurate ROI analysis.

Lead Management

With Oracle Telesales, prospects can be converted into predictable sales leads across the enterprise. The central Leads Management Engine automatically manages the generation of leads, evaluating, distributing and tracking them in real time. This engine also tracks lead follow-up across Oracle Marketing and Partner Relationship Management solutions. The leads management engine encapsulates lead qualification, prioritization, and distribution logic using business-specific rules appropriate to different campaign strategies, regions, products, and customers for each stage of the lead lifecycle. The flexibility of the engine helps design rules that fit the entire lead lifecycle, enabling optimization of lead quality and predictability, and lead coverage.

Opportunity Management

Beyond just placing orders, Oracle Telesales provides robust opportunity management features for selling cycles that require extensive follow-up. It allows agents to successfully manage their sales activities beyond just tracking purchase interest. Using pre-defined and proven sales methodologies, the sales team is aware of the necessary tasks to be performed at each sales stage. Sales credits for each purchase interest can be shared among the team members, ensuring accurate sales forecasting and compensation. Agents can quickly respond to customer enquiries for products and services in a professional manner by generating proposals directly from an opportunity. For better understanding of how an opportunity has progressed, agents can view the audit history of how the opportunity changed over the entire sales lifecycle. Together with Oracle Partner Relationship Management, partners can automatically be selected to help close the deal. Whether a deal is won or lost, the win/loss analysis feature provides telesales agents the ability to assess why and how a deal was closed or not; competition and customer decision factors are recorded. The information gathered during the sales process is valuable not only to other sales agents in similar selling opportunities, but also to sales management to create future sales strategies for better win rates.

Reduce Sales Cycle and Cost

True Team Selling

Maintaining a large field sales force is costly. Telephony-based sales force is a cheaper alternative to field sales, and can be brought into the deal whenever possible. To manage and close deals successfully, sales teams often cross group boundaries, territories, channels and organizations. Oracle Telesales works seamlessly with Oracle Sales and Oracle Partner Relationship Management to create a virtual sales team that enables the sharing of contacts, leads, opportunities, quotes, notes, tasks, and other pertinent customer information between internal and external sales team members. Leads and opportunities can be automatically or manually assigned to sales agents and partners. Field representatives have access to valuable information about their accounts as they prepare for onsite meetings. Automatic assignment of indirect resources ensures that the partner with the best skills is assigned a role on the team to shorten the sales cycle. Oracle Sales applications complement each other and provide the perfect solution for team selling in a dynamic selling environment. Oracle's security component is flexible enough to handle this level of complexity and eliminates the risk of account or customer information breaches.

Territory Management

Having qualified and knowledgeable agents matching customer's needs significantly shortens sales cycles. Oracle Telesales leverages Oracle Territory Manager to determine the most qualified sales team. Territory administrators can define territories based on geography, customer profile information such as industry, market segment, product interest, and sales channel. The territory engine can be invoked in real time or at a scheduled interval. The indirect channel can be part of the mainstream territory creation process and can therefore take advantage of the automatic assignment of indirect resources to the customer sales team. The territory structure can be shared by other Oracle E-Business Suite applications, enabling a consistent, cohesive view of customers across the organization.

Sales Methodologies for Improved Close Rates

With global and virtual sales teams becoming common, sales executives feel the need for driving consistent and tested processes for the sales team members to follow. Proven sales methodologies can streamline the sales process, provide uniform, yet flexible approaches to opportunity management, and improve close rates by enforcing winning strategies. Oracle Telesales offers sales executives the ability to configure sales methodologies and administer them on their sales force. Sales methodologies consist of pre-defined sets of sales stages and tasks, where the best sales practices are automatically enforced through the creation of next steps and planned sales stages.

Interaction Center Technologies for Enhanced Productivity

Computer Telephony Integration (CTI)

Telesales agents need to quickly and effectively manage every customer interaction in order that it is successful. No matter what channel the customer chooses to do business – over the phone, in person or on the web – telesales agents need to be able to provide fast, quality service to customers. Leveraging the telephony technology of

Oracle's Interaction Center suite of products, Oracle Telesales improves the productivity of the agent by automating the delivery of inbound and outbound phone calls and customer data to the correct agent. When the interaction is completed, a single click dispositions the call allowing the next one to be delivered. Call scripting functionality provides previously authored scripts that act as call guides during a customer interaction. When agents resume a suspended script, they will be able to pick up where the conversation had left off.

Oracle E-Business Suite - The Complete Solution

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, products—all aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.