Oracle's Siebel CRM and ATG Web Commerce for Communications Service Providers

Driving Customer-Centric Communications Sales, Commerce and Service

In today's highly competitive and cross-channel communications market, service providers are vying for customers with differentiated service, converged offerings and more personalized offers. In response, more companies are strengthening customer ties in every channel and shoring up brand loyalty.

Challenges: Improve customer experience, cross channel sales and service, retention

With increased, intense competition, Communications Service Providers (CSPs) need to compete harder than ever to win and retain their customers with an accelerating proliferation of new services and content that are sold and delivered across channels . The customer experience is at the foundation of everything a service provider does, from the way in which they market, sell to and service the customer and how they bring products to the market across all channels.

Oracle continues to invest in best-in-class customer relationship management solutions, provisioning, commerce, billing and service offerings that span the customer lifecycle across all customer touchpoints. Couple this with the integrated end-to-end order to cash processes that Oracle delivers, service providers can now address all aspects of the customer experience across online, retail, partner and call center channels

Improve subscriber experience and satisfaction

Oracle's ATG Commerce enables Communication Service Providers to deliver a coordinated customer experience across channels, including Web, retail stores, kiosks, contact centers and mobile devices. ATG Web Commerce helps wireless and wireline operators to:

* Generate a higher conversion of visitors to buyers, larger orders, more loyal customers, and repeat purchases
* Closely monitor sales and visitor behavior and quickly respond to market and competitor conditions
* Increase revenue in all channels by tightly integrating them and maximizing the use of the Web for research, buying and service

Incorporating a natural language technology and guided navigation, Oracle ATG Web Commerce Search guides customers throughout your storefront, enabling them to quickly and efficiently find desired equipment and service plans. It also enables you to provide marketers with direct control—with intuitive tools that let merchants work the way they want to.

Siebel for Communicaitons provides a 360° view of the customer, enterprise shopping basket for cross channel support with the master record of product and subscription services. Siebel also continue to

Key Advantages

* Streamline online sale of complicated product, services and equipment by offering the most appropriate alternative to each customer
* Increase innovation and speed with targted loyalty promotions for individual customers
* Deliver one view of customer from CRM that includes billing, support and finance for every customer

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power channels for contact centers and partners and remains at the core of the integrated order to cash process. The Combined Solution of ATG Commerce and Siebel for Communications provide:

- Cross-Channel User Interactions - Improve customer experience and cart conversion rate through cross-channel interactions
- Customer Experience - Empower business users to easily ennable best practice user experience and personalization to maximise transactions & satisfaction
- Order Fulfillment Efficiency – Standardize order validation, order decomposition/orchestration and fulfillment visibility across channels

Together Oracle ATG Web Commerce and Siebel offfer a component-based e-commerce and CRM software to easily implement best-in-class solutions which integrate with existing OSS applications.

Increase average revenue per subscriber

Oracle's Siebel CRM gives you targeted solutions to maximize the uptake of new product bundles and services and more easily deploy more innovative loyalty programs. The Sales and Enterprise Marketing solutions simplify the complex process of customers ordering bundled products and services with intuitive and guided process flows. Promotions can be applied to individuals, comunities of subscribers and even bulk orders. A Real Time Decision engine improves up-sell / cross sell promotion results by recommending next best action using a self-learning feedback loop that builds through each customer interaction. This process is supported by a 360 degree unified view of customer behavior and advanced customer profiling for a complete understanding of member's characteristics and value. Similairly Oracle ATG decouple the digital channel user experience for web, mobile and self service kiosks from these complex processes. The result optimizes the customer experience by presenting the most appropriate alternatives from basic services to complex product bundle offerings.

The Loyalty solution enables business users to manage every aspect of full loyalty lifecycle from program creation to partner management to accrual and redemption rules. The solution helps to differentiate and recognize customers by value with flexible tier management and dynamic accrual rewards and redemption pricing to influence the desired subscriber behavior. The solution can detect customer behavior changes and trigger loyalty actions and alerts. As a result service providers can increase flexibility to deploy more innovative loyalty programs with improved effectiveness.

Improve operational efficiency and cost to serve

Order Management ensures consumer and business orders are processed right the first time from initial offer to delivery and activation by simplifying and integrating the order to cash process. Service providers can use prebuilt delivered integrations to automate data synchronization to ensure the accuracy and real-time availability of customer, billing, product, and pricing data. Related integrations include Offer Design, Order Delivery, Point of Sale and Customer Care. To ensure accuracy, product administrators can use centralized commercial catalogues to define business and selling rules one time for; online, in-store and call center customer interactions. Mass order generation for business and groups of consumers is available to simplify bulk business purchases and changes to group services. As a result, service providers can more easily support basic products to converged offerings including sales, pricing and order capture reducing time to market and maximising revenue

Summary

These modular CRM and Commerce solutions for Communications enable service providers to address their specific market priorities. This allows service providers to more easily adapt as business changes, while improving their cost structure, churn and customer satisfaction.

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