

SIEBEL MARKETING



KEY FEATURES

- Easily create and automate rich multistage, recurring and event-triggered campaigns.
- Shorten planning and development cycles.
- Execute permission-based, personalized campaigns across all channels of customer interaction.
- Leverage the power of the Internet to acquire new customers and build greater customer loyalty.
- Improve the effectiveness of both outbound telemarketing campaigns and inbound call handling.
- Ensure the effectiveness of field sales campaigns.

Oracle's Siebel Marketing delivers a comprehensive solution for the complete design, execution, and management of personalized, permission-based campaigns across all channels of customer interaction including: phone, direct mail, the Web, wireless devices, email, direct sales and partner network. It includes robust segmentation and list management capabilities to allow marketers to optimize their segmentation strategies based on any data in the enterprise.

A Comprehensive Marketing Solution

At the core of Siebel Marketing is a single data repository that captures and stores all customer, partner, and employee interactions across all channels. This not only provides marketers with a complete view of the customer, but also enables the ability to drive marketing campaigns to any customer through any channel based on a complete customer profile—without integrating to other systems. Using an intuitive graphical campaign design tool, marketers can easily create and automate rich multistage, recurring, and event-triggered campaigns that include different offers, creative approaches, and channels. As a result, organizations can execute continuous treatment strategies for each customer, build customer value more effectively, and dramatically lower marketing costs.

Complete Campaign Planning and Management

Siebel Marketing helps you shorten planning and development cycles while facilitating flawless execution through comprehensive multichannel campaign planning and management capabilities. Siebel Marketing streamlines planning and budgeting by providing integrated workflow and collaboration capabilities for campaign approval and execution, financial modeling to optimize allocation of marketing dollars, and a marketing command center to track campaigns across the enterprise.

Siebel Marketing speeds the creation and approval of campaigns by allowing you to leverage standardized project plans that embody organizational best practices and pre-approved templates. It lowers costs and improves effectiveness by allowing you to automatically execute recurring and event-triggered campaigns. Improved visibility into campaign profitability and customer value ensures the optimal use of resources. And its robust segmentation and list management capabilities enable you to optimize your segmentation strategies based on data stored anywhere in the enterprise. With Siebel Marketing, you have extensive flexibility and autonomy in defining new targeting criteria on the fly without requiring additional IT assistance.

Reach Prospects with Permission-based Marketing

Siebel Marketing delivers a comprehensive solution for developing permission-based, personalized campaigns across all channels of customer interaction. Siebel Marketing allows customer opt-in and opt-out preferences to be managed automatically in real time through all channels. This means you can reach prospects through their preferred methods of interaction, with full knowledge and control of what messages are being conveyed through other channels.

Targeted eMail Campaigns

Leverage the power of the Internet to acquire new customers and build greater customer loyalty. With Siebel Marketing, you can target customers and prospects with personalized, permission-based email campaigns and dynamic eNewsletters. Delivering high scalability and performance, Siebel Marketing supports organizations with the most sophisticated and demanding email marketing requirements.

Profitable Interaction Centers

Siebel Marketing, when combined with Siebel Call Center, improves the effectiveness of both outbound telemarketing campaigns and inbound call handling, and helps transform customer interaction centers into profitable revenue sources that provide coordinated multichannel marketing programs. Agents are able to execute real-time marketing campaigns and deliver targeted offers that reflect knowledge of all marketing campaigns across all channels, quickly resulting in higher sales and greater customer satisfaction.

Higher Conversion Rates from the Field

Marketers have a complete set of capabilities to ensure the effectiveness of field sales campaigns. Leads can be quickly assigned and automatically delivered to sales teams or channel partners, assuring that all leads requiring coordination with the field are followed-up on a timely basis. With Siebel Marketing, remote field sales representatives always have at their fingertips the latest information required for successful field support.

Leverage Joint Marketing Efforts

Take advantage of the specialized capabilities of your business partners to maximize sales and marketing opportunities and to strengthen partner relationships by applying closed-loop marketing to the partner channel. At the same time, marketing managers are armed with comprehensive collaborative tools for managing market development funds allocated for joint marketing programs.

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