

Secondary Research on Customer Relationship Management at Oracle Financial Services Software Limited, Bangalore

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INTRODUCTION:

Oracle has focused on delivering innovation and changing how employees, partners, and customers interact with each other and the everyday applications that permeate their daily lives. Oracle offers a complete CRM portfolio that provides 20+ industry-tailored solutions, real-time and predictive insight, cross-channel innovation, end-to-end integration, and secure enterprise-grade infrastructure. Oracle's CRM portfolio includes Siebel CRM, Oracle CRM On Demand, Oracle Fusion CRM, and ATG Web Commerce to provide organizations with the right solution and deployment model to ensure business success. This case study provides an insight of Oracle's CRM systems and applications for effectively serving the customers.

IMPORTANCE & BENEFITS:

When it comes to delivering enduring customer value, Oracle can offer Complete CRM to:

- Fully engage customers and employees with relevant applications geared towards maximizing end user productivity and customer retention.
- Capture, streamline, and manage transactions across a wide-range of channels, systems, and industries
- Analyze every relevant interaction to arm executives, managers, and individual contributors with the insight they need to maximize profitability and customer loyalty.
- Provide managers with role-based and community-driven In-Sights.
- Oracle Real-Time Decisions learns from every interaction and provides recommendations on cross-and up-sell opportunities based on customer profile and past and current activities.

ORACLE'S CUSTOMER ENGAGING APPLICATIONS:

Engaging applications are user-centric, focused on productivity and empowerment and leverage the natural rhythms people work. Oracle's portfolio contains:

- Siebel Loyalty Management.
- Siebel Self-Service Applications.
- Oracle Social CRM Applications.
- Oracle CRM Gadgets.
- Siebel Personalized Content Delivery.

SALESFORCEAUTOMATION:

Oracle's JD Edwards EnterpriseOne Sales Force Automation application offers web- based functionality that helps capture all relevant information on prospects and customers. Its support sales staff and provides management with revenue and pipeline information. It offers lead-to-cash management, forecasting, account management, activity management, sales management and reporting.

ORACLECRM ANALYTICS:

Oracle's CRM Analytics, part of Oracle Business Intelligence Applications family, provides fact-based insight into the entire sales process and into product demand, customer price sensitivity, and overall pricing effectiveness. They enable firms to manage and track campaign performance, and to segment and retain the most valuable customers. Organizations can assess the effectiveness of loyalty promotions and partner relationships, track and analyze key service center metrics, and generate a complete picture of contact center performance.

Oracle's Analytics Strategy: Intelligent Business Processes



EXALYTICSREADY:

A combination of Oracle Exalytics In-Memory Machine and Oracle's market leading analytic applications enables you to go beyond the traditional boundaries of data analysis and extract relevant business insight from massive volumes of data at the speed of thought. This intelligent machine can handle anything from Big Data, lightning-fast data visualization, to delivering analytics for anyone, anywhere, anytime. It is the only in- memory appliance that lets you enhance the value of your business analytics investment with extreme performance, rapid implementation, reduced administration, and high value outcomes.

VERTICAL APPLICATIONS IN ORACLE AND HOW CRM HELPS TO MANAGE:

Oracle has diverse vertical applications: Aerospace and Defense, Automotive & Chemicals, Consumer Goods, Education, Research, Engineering and Construction, Industrial Manufacturing, Life Sciences, Media and Entertainment, Natural Resources Oil & Gas, Professional Services, Travel and Transportation, Banking Communications & Financial Services, Healthcare, High Technology and Public Sector Retail Utilities. These applications use Siebel CRM for enabling organizational flexibility with interoperable deployment options and has application-independent framework that enables to utilize the applications of user's choice to create composite business processes unique to the business, on a flexible service-oriented architecture.

RELATIONSHIP MARKETING:

CRM has long been recognized as an important tool for helping enterprises quickly adapt to and meet the demands of an ever-changing marketplace. By providing a 360-degree view of customers across sales, marketing, and customer service operations, traditional CRM has enabled businesses to gain a strategic advantage by leveraging all the information they routinely collect from customer interactions. The present marketing conditions need more than traditional marketing. Siebel CRM helps in offering the rich and intelligent environment for real-time insight that helps your business acquire new customers; sell more to existing customers; deliver unsurpassed customer service; and capture a multichannel, 360-degree view of each customer. Honeywell and Dell have been extensively using Siebel CRM for customer satisfactions and understanding consumer behavior.

TRANSACTIONAL BUSINESS THE CUSTOMER WAY:

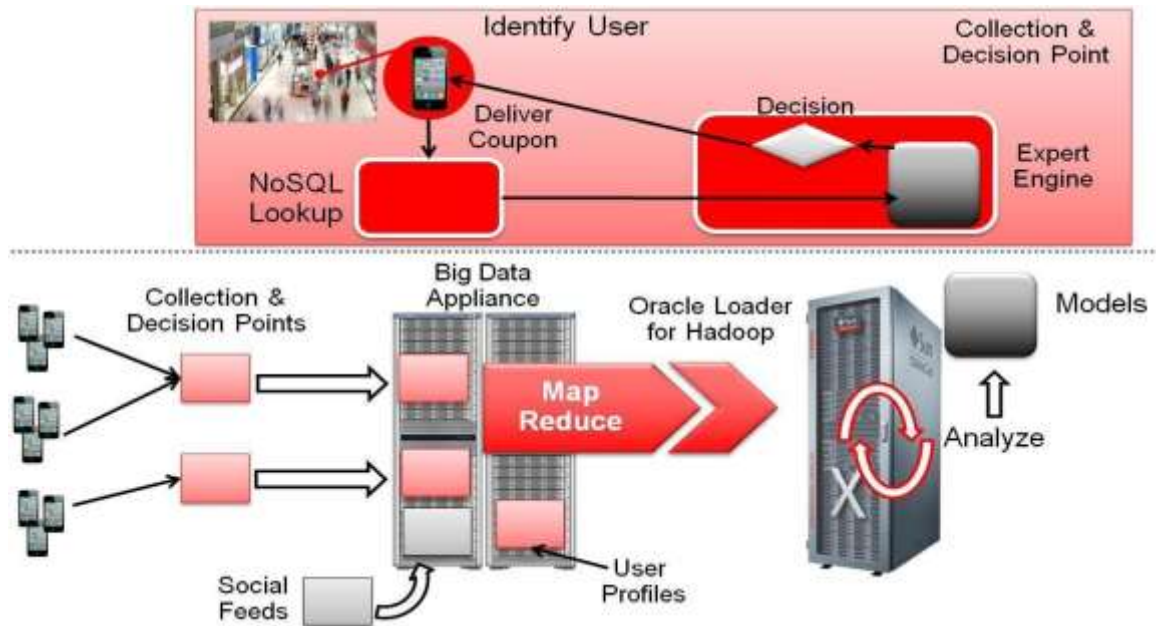
Multitude of complexities and options emphasize the need to have a single, consistent view of the customer as customer information is scattered about the enterprise. Oracle enables customers and employees to interact and transact through their channel of choice whether through a call center, over the Internet, in person, via a mobile device, or through the growing realm of communities, while maintaining a channel-independent CRM solution with centralized business logic. Oracle Fusion Middleware offers prebuilt direct integrations and Process Integration Packs to leading front- and back-office applications for smooth transactions.

ORACLE LIFETIME SUPPORT POLICY:

With Oracle Support, customer knows up front and with certainty how long the Oracle products are supported. The Lifetime Support Policy provides access to technical experts for as long as you license your Oracle products and consists of three support stages: Premier Support, Extended Support, and Sustaining Support. It delivers maximum value by providing customer with rights to major product releases so he can take full advantage of technology and product enhancements.

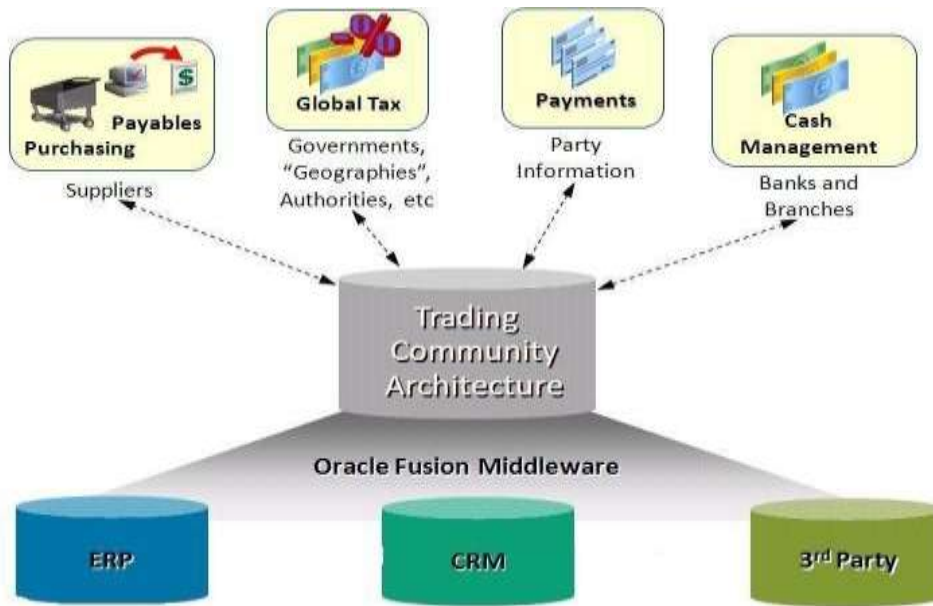
DATAMINING&CRM:

Data Mining is an analytic feature providing a complete enterprise view of the Oracle Marketing business flows. Using extensive analytical and reporting capabilities, all personnel within an organization can monitor the status of marketing activities in real time. Data Mining functionality is included in an Oracle Marketing license. Data mining models and statistical models allow an organization to make decisions in real time based on very accurate models. The models are going into the Collection and Decision points to now act on real time data. Models also describe / predict behavior of an individual customer and based on that prediction we determine what action to undertake.



ORACLE TRADING COMMUNITY ARCHITECTURE:

This model uses single customer record used across all modules in the E-Business Suite. Sales representatives use the customer model to track information about their customers, prospects, and contacts. Information such as phone numbers and addresses, as well as customer and contact profile information, and a history of transactions and interactions, are tracked in the customer module.



BRANDLOYALTY & EQUITY:

Oracle offers an integrated set of software-as-a-service (SaaS) commerce services that provides the flexibility and intelligence to target the right visitors at the right time, with the right offer in the right channel, driving high-value sales. Through these services, the company can engage with customers at every point of interaction through personalized recommendations, targeted promotions and guided assistance.

Oracle's Web Commerce solutions represent the industry's top-ranked commerce capabilities, powering the world's best brands and delivering a consistent, personalized cross-channel customer experience. Oracle's Web Commerce portfolio offers a complete platform that enables delivery of a personalized customer buying experience across all customer touch points, including the Web, the contact center, mobile devices, social media, physical stores and more. Oracle offers Siebel Marketing and Loyalty, Siebel Contact Center and Service, Siebel Quote and Order Capture, Oracle CRM On Demand, Oracle Retail, Business Intelligence Applications, Master Data Management for customers for displaying its strength as one of the best brands.



CONCLUSION:

This report is prepared purely on secondary research based on the questions given below framed for collecting the details provided in the report:

- How is the Customer Relationship Management done in Oracle?
- What Salesforce automation software/application is used?
- How does CRM help the company?
- Does the company have a specific analytics application if so what is it and how does it work?
- What kind of support does the company offer on its products to the customers?
- How are the transactions benefited with CRM and during the marketing, how are the customers targeted?
- What is the relation between data mining and CRM?
- Does the company have a specific modular structure for relating different markets and having customer interactions?
- What does it offer to customers to prove its Brand equity?

REFERENCES:

- 1) ^ <http://www.oracle.com/us/solutions/crm/overview/index.html>
- 2) ^ "Customer Relationship Management-Chapter 11", Courseware of Consumer Buying Behavior, PGPBA (2012-2014), IGTC.