

Oracle Front Office Applications

Enabling Customer-Responsive Enterprises





promote customer loyalty

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grow your business

grow your business

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"We see great opportunities with the World Wide Web to improve customer relationship management. We anticipate that Oracle's front office electronic commerce solutions will enable us to speed our service by giving customers access to key information, such as order status and expected delivery dates."

**David Wilson, Vice President of Logistics and Service,
Lucent Technologies' Microelectronics Group**

Enabling THE CUSTOMER-RESPONSIVE ENTERPRISE



Promoting Customer Loyalty

Growing your business in a competitive global environment with smaller margins and narrower market segments requires that you get to know your customers better. You need to promote customer loyalty by understanding the complete history of your customers' interaction with your company, and their lifetime value to your company in terms of net present value and profitability.

To maximize that value, you'll find that Oracle Front Office Applications deliver more targeted customer care. Access to the latest service level agreements, the ability to assign the right service person with the right skills to an account, even the capability of managing materials to ensure the right parts are available at the right time for the right person—all serve as a foundation for delivering superior customer care.

Building on that foundation are Oracle Front Office Applications' capabilities for ensuring consistent, timely response to service calls and delivering quality service. Whether your products are serviced in the field, at a depot, or over the phone or the Web, Oracle Front Office Applications enable you to deploy resources and deliver service through multiple channels. This flexibility gives customers choices on how they interact with your company, yet ensures they receive consistent service. Benefits to you include reduced sales costs, efficient use of service resources, and an increased return on your investment in sales and service activities.

By providing reliable service that exceeds customer expectations, you greatly increase the chances that the customers you worked hard to get remain loyal, repeat customers.

Growing Your Business

Growing your business for continuous and successful growth requires delivering superior products and service. Targeted one-to-one marketing, sales, and service help you do that by giving you the ability to get the right products to the right customers at the right time.

With Oracle Front Office Applications, you improve your ability to generate demand for your products through more effective product launches and marketing campaigns. When prospects respond to mailings or calls, you capture key information and share it across your sales organization, maximizing each sales opportunity by analyzing the effectiveness of your sales pipeline and campaigns.

You can structure sales incentives for maximum impact, match sales opportunities with the most qualified salesperson, forecast more accurately, and increase your representatives' chances for success by giving them valuable customer information, including sales order and service history.

Providing such information helps your sales force maximize their selling time. So does automating non-selling tasks, assigning the top reps to the top accounts, and offering intelligent quote-to-order. By delivering all these capabilities, Oracle Front Office Applications accelerate the entire sales cycle, so you can progress from step to step with the push of a button. Turning leads into opportunities, then into quotes, and then into orders no longer requires re-keying data into several systems, or re-calculating prices, discounts, and margins from several sets of figures. All the information needed to take the next step is in one shared location, universally accessible by your entire enterprise. Such access leads to increased responsiveness and customer satisfaction, as well as enhanced revenue opportunities for your company.

See the COMPLETE CUSTOMER PICTURE

The more widely available comprehensive customer information is throughout your enterprise, the more valuable it becomes. When Marketing knows a customer's installed base of products and services, they're better able to target promotions. When Sales knows a customer's service history, they're more likely to propose the right products on a sales call. When Service knows a customer's order cycles, they're better able to recommend the right service level agreement or service schedule. Oracle Front Office Applications enable customer intimacy through total customer care. Which means you will be better prepared to meet your customers' needs and to both win and keep their business.

Fully integrated with Oracle's family of ERP applications—financials, manufacturing, supply chain management, human resources, and projects—Oracle Front Office Applications make all the customer information you capture available to everyone in your enterprise. Common customer definitions, price books, employee definitions, service requests, call histories, order histories, contracts, service level agreements—all are available and accessible to anyone who needs them.

By adopting this customer-centric approach and support for the entire business process—from demand creation and opportunity management through contract and service management—you turn the vision of a 360-degree view of customer relationships into reality. Your employees' interactions with customers benefit from access to integrated information. Your enterprise benefits from a complete business process approach, which is a cornerstone for continued business process improvement. Most importantly, your customers benefit from more consistent, accurate, and timely service.

Blending Business Functions

Oracle Front Office Applications support the entire spectrum of sales and marketing as well as customer care and service activities. By automating these business processes, sharing information, and delivering new capabilities across your enterprise, Oracle Front Office Applications help you promote customer loyalty and grow your business.

Marketing


By streamlining your marketing function, Oracle Front Office Applications enhance your ability to create demand and generate leads through improved management of events and seminars, collateral, prospecting and mailing lists, marketing campaigns, and lead qualification.

Sales

Oracle Front Office Applications integrate marketing information with sales activities to shorten and optimize your sales cycle. From opportunity management and pipeline analysis to order management and sales rep compensation, the Oracle solution helps you understand, control, and maximize the effectiveness of your sales function. Whatever combination of sales methods you use, Oracle Front Office Applications can support them, including direct sales, indirect sales, partner selling, field sales, telesales, call centers, and unassisted selling over the Web.


Service

The full life cycle of your service activities is supported through the integration of Oracle Front Office Applications with the Oracle suite of enterprise business applications. Integration with applications such as inventory, quality, work-in-progress, and human resources makes complete information available throughout your enterprise for more efficient and effective decision-making across your service business units: support, field service, and depot repair. By capturing customer information at every point of contact, Oracle Front Office Applications help you understand your customers' needs better.



“We wanted to make customer information available throughout the enterprise for better customer service and decision-making. It was important to have a system that captured information in one integrated system. Oracle’s solution will help us do that.”

**Bridget Reiss, Director of Software Development,
Millipore Corporation**



"We set Egghead on a new course, to focus its business exclusively on Internet-based commerce. That put extensive demands on our existing infrastructure, making it clear we needed a more reliable, scalable, and secure technology solution. Technology now lies at the heart of all we do, and Oracle was able to demonstrate a complete end-to-end solution, essential for Egghead.com's customer service standard and future growth."

George Orban, Chairman and CEO, Egghead.com

Effective CHANNEL MANAGEMENT

Advances in technology are giving companies—and customers—many new options for interaction—whether it's through unassisted selling on the Web, a mobile sales force, or a call center. These options are providing new competitive opportunities for you to decrease the cost of sales and service. But at the same time, you need to consider increasing the quality of customer interaction by providing a consistent representation of your company to customers at any point of contact through any channel.

Unified Business Practices

Oracle Front Office Applications are the ideal information infrastructure for blending business functions because they eliminate silos of information, replacing them with an information resource that contains all the available information about a customer, collected at every point where customers come in contact with your company through any channel. All of this enables you to implement unified business practices across business units throughout your enterprise, which helps you manage customer relationships more effectively.

Enabling Technology

Oracle delivers all that, while allowing you to deploy applications on the platform or platforms that best meet the needs of your enterprise. Whether deployed on the Web, as a mobile solution, or installed at a call center, Oracle Front Office Applications make your enterprise more customer responsive and efficient.

Mobile

It is essential for your field sales and service organizations to have access to critical, up-to-date information. The Oracle Front Office mobile solution supports a variety of mobile devices, such as laptops, hand-held devices like the PalmPilot, Web phones—even pagers. Field sales can access contact information and pipeline management to quoting and compensation management information. They can also manage installation, repairs, or replacement of products. The Oracle solution makes secure and reliable information available for your representatives from any location.

Call Center

Implementing Oracle Front Office Applications at your call center turns the center into an interaction hub, capable of handling customer interactions via inbound and outbound calls, e-mail, fax, the Web, and callbacks. Whether you are offering special promotions while telemarketing or referencing service records, your call center functions as a comprehensive customer care center. The Oracle solution allows you to manage high-volume centralized or distributed call center environments and can also operate blended-function marketing, sales, and service call centers.

Web

Oracle's unassisted selling solution complements sales and customer care through mobile delivery and call centers by providing a means to sell and service over the Web directly to a business customer, partner, or consumer. Web deployment enables you to take advantage of all the benefits of electronic business, including self service, unassisted selling, lead generation, events enrollment, contract renewals, service requests and call center callbacks. It provides a natural extension to your traditional marketing, sales, and service channels.

The RIGHT BUSINESS PARTNER

To succeed with front office automation over the long term, your company needs committed, long-term partners to support all aspects of your business. The ideal business solution partner has a record of innovation, financial strength, and stability, and can provide a total solution—software and services—so that you can focus on your principal business. After evaluating all the candidates, companies like yours around the world have chosen Oracle as their partner for information management solutions.



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Services are a valuable component of a business solution. At Oracle, our service organizations—Oracle Consulting, Oracle Education, and Oracle Support Services—are the acknowledged experts in Oracle solutions. They are available whenever you need them, accountable for results, and committed to working together to help your enterprise meet its information management goals.

Oracle also partners with leading software vendors to increase the value of its Front Office solution suite and extend its capabilities. This approach enables Oracle to offer the most comprehensive, feature-rich business solution suite—one unrivaled in the industry.

Oracle Front Office Applications integrate with Oracle's ERP solution suite, deliver a 360-degree view of customer information, and offer a solution that spans marketing, sales, and service activities as well as all channels from Web to mobile to call center. By doing so, the solution suite makes your business more responsive to customers. Creating such a customer-responsive enterprise is the key to managing customer relationships more effectively than ever before, promoting customer loyalty, growing your business, and staying ahead of the competition.

Managing CUSTOMER RELATIONSHIPS FOR BUSINESS SUCCESS



Forward-thinking companies are turning to new technologies introduced in the past few years to better manage their customer relationships. The Internet, mobile computing, call centers, and advances in communications offer new ways to integrate your marketing, sales, and service functions. When you do, you

can more effectively manage your company's most valuable asset—your customers.

promote customer loyalty

New technologies and integrated business solutions also offer you the opportunity to increase customer satisfaction by unifying your business practices across all your sales channels and business units. Whether they interact with your company via the Web, your in-house call center, or a field sales or service representative, customers receive better service through consistent, accurate, up-to-date information. Sustained high-quality service turns satisfied customers into long-term customers. For any enterprise, long-term customers translate into reduced customer-acquisition expenses and a simplified sales and service process.

In addition, by making information captured in any customer interaction available to everyone in your organization, you create a customer-centric enterprise. Integrating business information in this way promotes shared business processes. Counterproductive distinctions among marketing, sales, and service processes fade as people in each function work from the same information and pursue the same goals. As business processes blend, your people are able to be more responsive to your customers. That responsiveness, in turn, promotes customer loyalty and enables you to attract new customers and grow your business.

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10842.0998.15K

Part #: C11692-01

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For more information about Oracle, please call 650.506.7000.

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