

# ORACLE CRM ON DEMAND SERVICE



THE WORLD'S MOST  
COMPREHENSIVE CRM ON  
DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Prebuilt industry solutions
- Embedded marketing, sales and service best practices

*In today's economy, the quality of a company's customer service can mean the difference between success and failure. Good service translates into stronger customer loyalty, which in turn translates into higher revenue and customer profitability. Oracle CRM On Demand provides the information management tools you need to deliver world-class customer service as well as cross-sell and up-sell additional products and services while delivering unparalleled customer satisfaction.*

## **Rapidly Resolve Service Requests**

It's the top challenge for most customer service organizations: slow and inaccurate routing of service requests, leading to multiple handoffs, poor response times, and, ultimately, unhappy customers. With Oracle CRM On Demand, robust assignment rules ensure that each service request (SR) goes directly to the most appropriate agent. Agents then have access to a comprehensive solutions knowledge base so that they can address SRs quickly and accurately. To ensure service agents are operating at peak efficiency, Oracle CRM On Demand further improves service quality by providing service assessment scripts to help shorten training time and improve service quality.

## **Track All Service Activity**

Oracle CRM On Demand enables service employees to capture all relevant service information instantly and reliably. Service agents can easily manage service requests, track related activities, record notes and customer emails from Microsoft Outlook or Lotus Notes, and associate known solutions to incoming requests. This information can be easily accessed by sales professionals, so that when they call on customers, they have a true 360° view of the customer, including open and resolved service requests.

## **Continually Enhance Service Effectiveness**

Oracle CRM On Demand's comprehensive knowledge base reduces training time while helping service employees quickly and easily search for answers to customers' questions. After reviewing search results, employees can use a unique "solution scoring" feature to rank the usefulness of each solution, ensuring that the most helpful solutions rise to the top. Employees can easily add their own solutions to the knowledge base, thereby expanding the breadth and depth of the knowledge base over time. To ensure long lasting customer relationships and superior service quality, Oracle CRM On Demand allows you to easily implement customer satisfaction surveys to monitor customers' service experience and ensure that organizations have early warnings to take corrective actions to meet customers' needs.

**KEY FEATURES****SERVICE REQUEST MANAGEMENT**

- 360 view of account and contact information
- Intelligent service request assignment
- Comprehensive service request information
- Service request assessment scripting
- Customer Satisfaction surveys
- Real time and historical analytics

**SOLUTION MANAGEMENT**

- Real-time knowledgebase
- Scoring of solution effectiveness

**ASSET MANAGEMENT**

- Link products and services to accounts
- Track warranty and contract information

**ORACLE CONTACT ON DEMAND INTEGRATION**

- Hosted call routing, voice, voicemail and CTI
- Integrated desktop

**BUSINESS PROCESS CUSTOMIZATION**

- Time-based workflow
- Advanced field management

**Manage Assets, Parts, And Services**

Oracle CRM On Demand enables service employees to associate one or more products and services with customer accounts and track information such as assets and their associated part, warranty, and contract information. Flexible custom fields enable organizations to meet their unique asset tracking requirements and to perform sophisticated analyses on the results.

**A World-Class Contact Center—On Demand**

Oracle CRM On Demand is seamlessly integrated with Oracle Contact On Demand, the world's first truly hosted contact center offering. With Oracle Contact On Demand, companies of all sizes can now provide world-class voice, voicemail, and email support without the expense and complexity of building their own contact center infrastructure. What's more, service agents now have access to a tightly integrated contact center with rich CRM functionality, thus enabling them to provide superior customer service across all communication channels.

**Identify Problem Areas Immediately**

Oracle CRM On Demand provides real-time analytics delivered through interactive dashboards that help organizations quickly determine SR resolution times, measure employee productivity, assess and rebalance team workloads, and gain an overview of areas needing attention. Unique among hosted solutions, Oracle CRM On Demand employs a powerful data warehouse so that organizations can analyze historical trends, compare today's snapshot with the past and best plan for the future.

**Meeting Unique Business Challenges**

Oracle CRM On Demand delivers powerful customization capabilities that extends pre-built functionality to meet an organization's unique business needs and streamlines access to third-party data. Robust customization capabilities, such as custom objects and custom webtabs, enable organizations to rapidly tailor their application and improve flexibility in meeting unique business requirements.

**Bottom Line**

By allowing organizations to lower customer service costs while improving service quality and customer satisfaction and enhancing the ability to cross-sell, Oracle CRM On Demand can maximize any organization's return on investment

For more information on how Oracle CRM On Demand can make your customer service initiatives successful, please visit [oracle.com/crm](http://oracle.com/crm) or call +1.866.906.7878 to speak to an Oracle representative.



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