

SIEBEL LOYALTY MANAGEMENT



KEY FEATURES

- Improve customer profitability by rewarding the “right” customer behavior.
- Reduce operating costs by automating loyalty management business processes.
- Manage multiple tiers and groups of loyalty programs simultaneously.
- Reduce costs by having members update information online.

Integrate loyalty programs with complementary programs run by business partners.

Oracle's Siebel Loyalty Management enables business users to create loyalty campaigns without the help of IT staff. It delivers a full range of analytics, marketing, and service capabilities that help you create loyalty programs to minimize customer attrition and establish more profitable customer relationships. With a clear view of customer behavior across all channels and touchpoints, you'll better understand each customer's lifetime value and tailor service levels and promotions accordingly.

How to Promote Customer Loyalty

Despite the popularity of loyalty and incentive programs, most companies manage their loyalty programs using legacy systems that are inflexible, expensive to maintain, and incapable of supporting complex customer segmentation and analysis. As a result, few loyalty programs actually succeed in helping companies build long-term, profitable relationships with their customers.

Improve the Effectiveness of Loyalty Programs

Siebel Loyalty Management addresses the market's need for a powerful, reliable, and scalable loyalty program management solution. Siebel Loyalty Management enables business users to create loyalty campaigns without the help of IT staff. It delivers a full range of analytics, marketing, and service capabilities that help you maximize the effectiveness of your customer interactions. Siebel Loyalty Management provides clear visibility into member behavior across all channels and customer touchpoints. With it, you can better understand each customer's lifetime value and design service levels and promotions that maximize the potential of all your customer relationships.

Siebel Loyalty Management is composed of three distinct, yet fully integrated applications: Siebel Loyalty Manager, Siebel Loyalty Customer Portal, and Siebel Loyalty Partner Portal.

Siebel Loyalty Manager

Siebel Loyalty Manager helps you streamline and optimize loyalty business processes related to member enrollment, accrual management, redemption management, and promotion management.

Siebel Loyalty Manager provides a complete view of a customer's profile and history, including transactions, eligible promotions, enrolled promotions, service requests and activities, personal profile, and communication preferences. With it, you can create and manage tiers and groups or member types (for example, silver and gold), define multiple levels of communication preferences for different types of information, and enable member service representatives to fulfill requests (such as

vouchers and program benefits) immediately via email or fax or submit requests for mail delivery.

Siebel Loyalty Manager enables you to establish more profitable customer relationships. With it, you can define promotions and rewards based on customer attributes and quickly create complex or simple personalized rapid-fire promotions. By allowing customers to accrue different point types (for example, partner credit card transactions as opposed to products or services purchased directly from a travel company) you can differentiate the value of specific transactions. In addition, you can award point accruals for conducting business through different channels of interaction, including Web, store, call center, and partners or resellers. Siebel Loyalty Manager also lets you create point blocks that can be used to track liability and manage usage across the partners.

Integrating Siebel Loyalty Manager with Siebel CRM unifies core CRM functionality with core loyalty program management functionality, enabling you to reduce IT costs by having a single member record system. By eliminating the need to support a legacy system, you'll reduce your total cost of ownership with a CRM architecture that is easy to upgrade.

Powerful, Scalable Transaction Engine

Siebel Loyalty Manager includes powerful, scalable, and open transaction and tier engines. The transaction engine manages points awarded to eligible members based on a given set of rules. Easy to manage, it can process extremely large transaction loads in batch or real time. Built with input from companies that manage huge transaction volumes on a daily basis, the Siebel Loyalty Management engine offers unrivalled performance, scalability, and reliability.

Intuitive, Process-Driven User Interface

Siebel Loyalty Manager also includes an intuitive, process-driven user interface, enabling business users to create loyalty promotion rules in minutes. By taking the complexity out of promotion rules management, Siebel Loyalty Manager empowers marketing managers to quickly create personalized campaigns that deliver real value to your customers—and to your company.

Siebel Loyalty Customer Portal

Siebel Loyalty Customer Portal is a packaged, yet fully configurable Web site that empowers loyalty program members to participate in your programs over the Internet. With it, you can increase the propensity for customers to participate or enroll by presenting highly relevant and personalized offers online. It also reduces expenses by allowing customers to update their own information, including personal profiles, credit card numbers, and contact preferences.

The Siebel Loyalty Customer Portal enables customers to:

- Enroll in loyalty programs as individuals, accounts, or households over the Web.
- Redeem points for products and services.

- View and enroll in eligible promotions.
- Check status and generate online statements.
- Update profile information.
- Purchase products and services through an integrated shopping cart.
- Open service requests.
- Refer friends.
- Create, manage, and track orders.
- Track the individual status of a promotion. For example, how many more products does the member need to buy to receive a reward.

Siebel Loyalty Customer Portal is completely integrated with Siebel Loyalty Manager. This seamless integration reduces integration costs and offers improved program accuracy and effectiveness. In addition, Siebel Loyalty Customer Portal is managed with Web templates that make it fast and easy to emulate the look and feel of popular loyalty program Web sites.

Siebel Loyalty Partner Portal

In many industries, partners play an important role in loyalty programs by significantly adding value to programs at many different levels. The Siebel Loyalty Partner Portal enables you to expand your loyalty program by seamlessly integrating it with partner distribution channels, programs, and offers. By using the Siebel Loyalty Partner Portal and leveraging the resources of your partners, you can grow and improve customer loyalty across a larger business marketplace.

The Siebel Loyalty Partner Portal enables partners to:

- Enroll members into a loyalty program via their own Web site.
- Collaborate in the development of joint loyalty promotions, reducing the time and resources involved in creating and executing a joint promotion.
- Create loyalty transactions in real time.
- Provide improved customer service.

The Siebel Loyalty Partner Portal is completely integrated with Siebel Loyalty Manager, ensuring that member data pertaining to customer interactions with partners can be updated and made available in real time to all organizations. Members can visit a partner's place of business to register complaints, review reward information, redeem points, or enroll in a promotion. By using the Siebel Loyalty Partner Portal, the partner's employees can support these member requests in real time. In addition, the company managing the overall loyalty program maintains updated access to information on customer-partner interactions.

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