

From Lip Service to Customer Service



with CRM on Demand and E-Business Suite

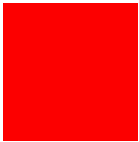
Brent Ellison & Steve Holley
21st Oct 2008

**“The only source of sustainable competitive advantage
is a superior understanding of the customer”**

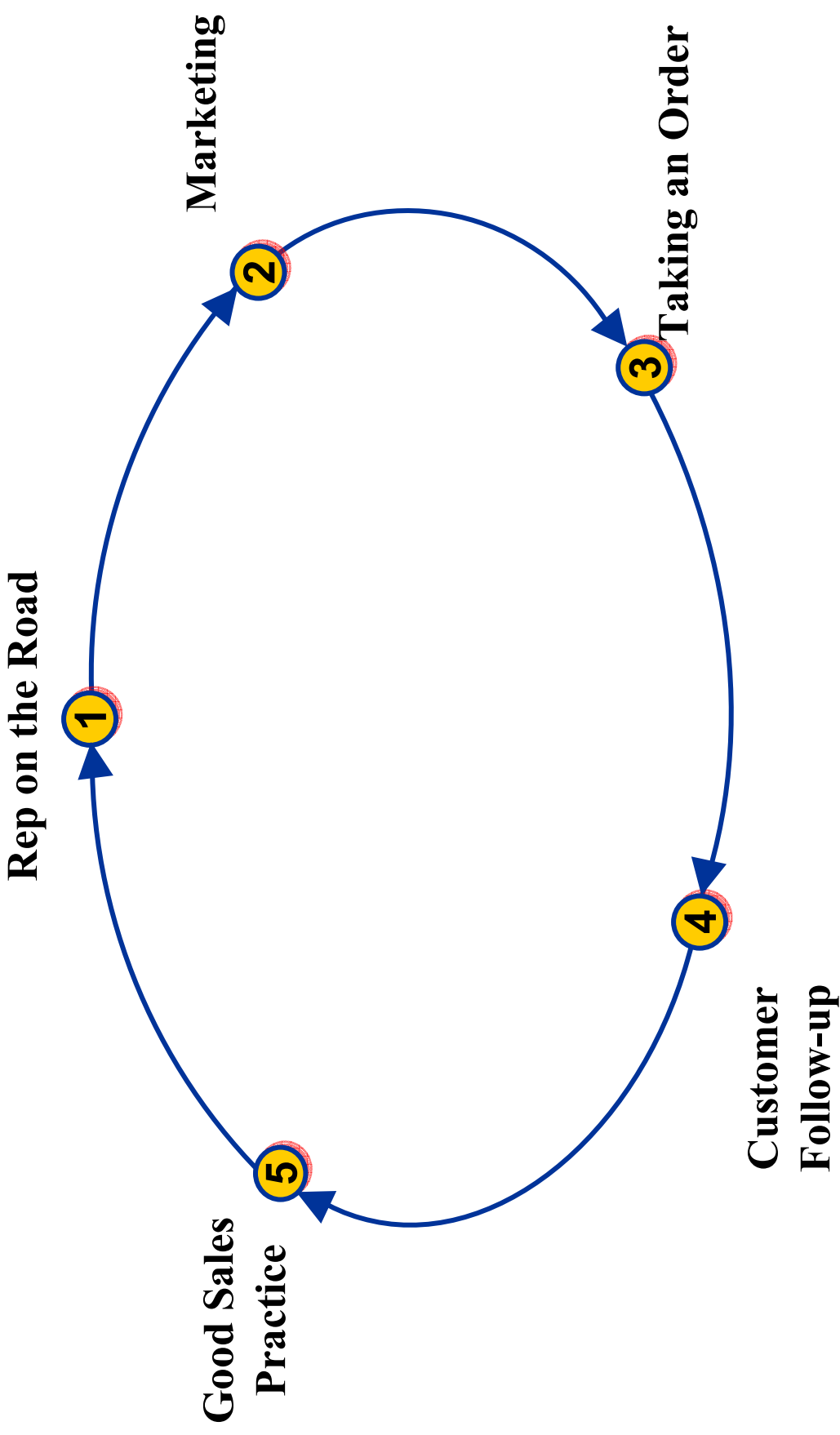
Prof Robert Lauterborn Professor of Advertising Chapel Hill University North Carolina



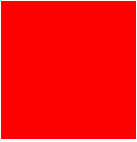
R. Lauterborn



The Scenario



ORACLE



Rep on the Road







ORACLE



Trackball (Keyboard: F9, Numpad 5 with num lock off)



Trackball (keyboard: F9, Numpad 5 with num lock off)



Trackball (Keyboard: F9, Numpad 5 with num lock off)

ORACLE









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Rep on the Road

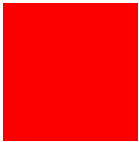


CRM OD Benefits

Central Source of Customer Information



ORACLE



Rep on the Road



Marketing



Palin draws big ratings for 'Saturday Night Live' (AP)



AP - The entertainment summit of the Á— Sarah Palin and her impersonator, Fey Á— earned "Saturday Night Live" it ratings in 14 years. But if you blinked, might have missed it.



- Message Center**
0 New Messages
- Search**
- Recently Viewed**
 - Larry Ellison
 - Jason Cheney
 - New Prospects
 - Oracle Corp
 - Doug Allen
- Favorite Records**
 - New Prospects
 - Larry Ellison
 - Show Full List
- Favorite Lists**
 - Ian McAllister Accounts
 - Donna Jones Accounts
 - Jeff Smith Accounts
 - Lisa Waller Accounts
 - Ryan Taylor Accounts
 - Today's Calls
 - Show Full List
- Create**
- Calendar**
October 2008

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
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Alerts

- Company meeting on Friday
- New annual report available
- Your Forecast for 17/10/2008 has been created
- How to download the CRM On Demand Office Integration tools
- New corporate Web site
- Show Full List

LinkedIn

Description	Time
Ken Holley recommends business partner Srinivas Patri (VP Business Development & Country Manager - Australasia at Satish Kumar is now connected to Jaime Mumera (Product Development & IT Director at NewCom International) - Satish Ken Barnett is now connected to David Leighton (GMTS at Ngai Tahu) - Ken Barnett is now connected to David Leighton (GMTS at	10/20/2008
	10/20/2008
	10/20/2008

Campaign Detail: New Prospects | Back to My Homepage

[Campaign Detail](#) | [New](#) | [Edit](#) | [Delete](#) | [Setup Email](#)

Key Campaign Information:

Source Code: NZOUG 01
 Campaign Name: New Prospects
 Campaign Type: Email
 Objective: Make initial offers to new prospects
 Audience: New Prospects
 Offer: Cheap deal on CRM SaaS software

Status: Active
 Start Date: 20/10/2008 9:41 am
 End Date: 22/10/2008 9:41 am
 Campaign Phone #:
 Campaign Email: brent.ellison@oracle.com
 Campaign Currency: NZD

Campaign Plan Information:

Revenue Target: NZ\$1,000,000.00
 Leads Targeted (#): 50

Budgeted Cost: NZ\$50.00
 Actual Cost: NZ\$0.00

Modified By: Joanne Brown 20/10/2008 10:02 am

Additional Information:

Owner Full Name: Joanne Brown

Description:

Recipients	Add	Last Name	First Name	Job Title	Work Phone #	Delivery Status	Response Status
Edit	Remove	Cheney	Jason	Service Manager	00 +1 614 226-5901		
Edit	Remove	Chou	Ruth	CEO	00 +1 843 295-3401		
Edit	Remove	Connors	James	Vice President	00 +1 213 453-3401		
Edit	Remove	DeSantos	David	Sales Manager	00 +1 415 248-5501		
Edit	Remove	Desmond	Sean	CEO	00 +1 901 956-5701		

[Show Full List](#)

Leads [New](#)

Opportunities

Notes [New](#) [Subscribe](#)

Open Activities [New Appt](#) [New Task](#)

Completed Activities [Log A Call](#)

Attachments [Add Attachment](#) [Add URL](#)

- Message Center
- 0 New Messages
- Search
- Recently Viewed
- Larry Ellison
- Jason Cheney
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- Oracle Corp
- Doug Allen

- Favorite Records
- New Prospects
- Larry Ellison
- Show Full List

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- Lisa Waller Accounts
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- Today's Calls
- Show Full List

Create

Calendar

October 2008

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26	27	28	29	30	31	

Step 1

Design Email Message Headers

Step 2

Design Email Message Body

Step 3

Schedule Email Campaign

Next Save Cancel

Design Email Message Headers Get Merge Fields

Email Message Headers

To*		
From*	\${Campaign.Owner Email Address}	
Reply-To*	\${Campaign.Campaign Email}	
Subject*	An offer from our company	
Character Set	Unicode (UTF-8)	
Locale	English - United States	

* = Required Field

Manage Email Campaign: New Prospects

Help

Step 1

Design Email Message Headers

Step 2

Design Email Message Body

Step 3

Schedule Email Campaign

Previous Save Next Cancel

Design Email Message Body

Email Message Body: HTML

HTML Edit Text Edit HTML Preview Text Preview

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, link, unlink, list, indent, outdent, text color, background color, font size, font face, and insert.

Responses Global Opt-in Times New Roman 3 (12 pt) | is equal to Insert



Hi \${Contact.First Name}

We understand that you recently learned of our product range and liked some of what you saw. We are always pleased to introduce our products and services to new customers and would like to offer you a special introductory offer - a 50% discount on one of our most popular products - the Nintendo Wii.



All you need to do is call our call centre on 0800 OGAMES and tell them you have received this email - they will take care of you and ensure you get the discount.

Manage Email Campaign: New Prospects [Help](#)

Step 1

Design Email Message Headers

Step 2

Design Email Message Body

Step 3

Schedule Email Campaign

[Previous](#) [Save & Close](#) [Exit](#)

[Schedule Email Campaign](#) [Get Recipient Count](#)

Schedule Settings

Total Recipients:

Not Scheduled

Scheduled at

https://...

October 2008						
S	M	T	W	T	F	S
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12	13	14	15	16	17	18
	19	20	21	22	23	24
	26	27	28	29	30	31

12 : 00 : PM

[Close](#)

Internet



Rep on the Road

1

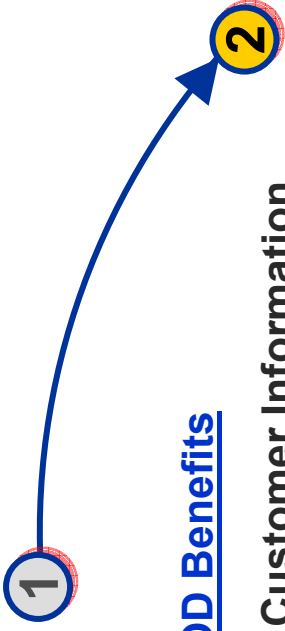
CRM OD Benefits

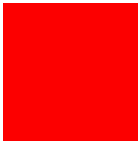
Central Source of Customer Information

Actionable Insight

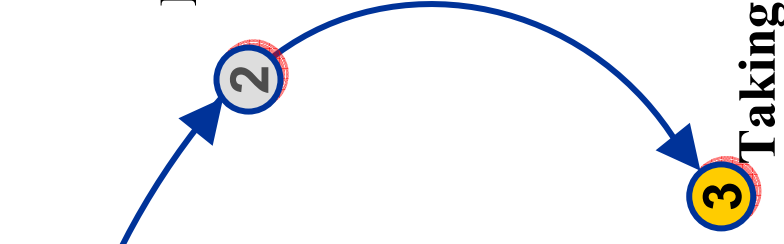
Marketing

2





Rep on the Road



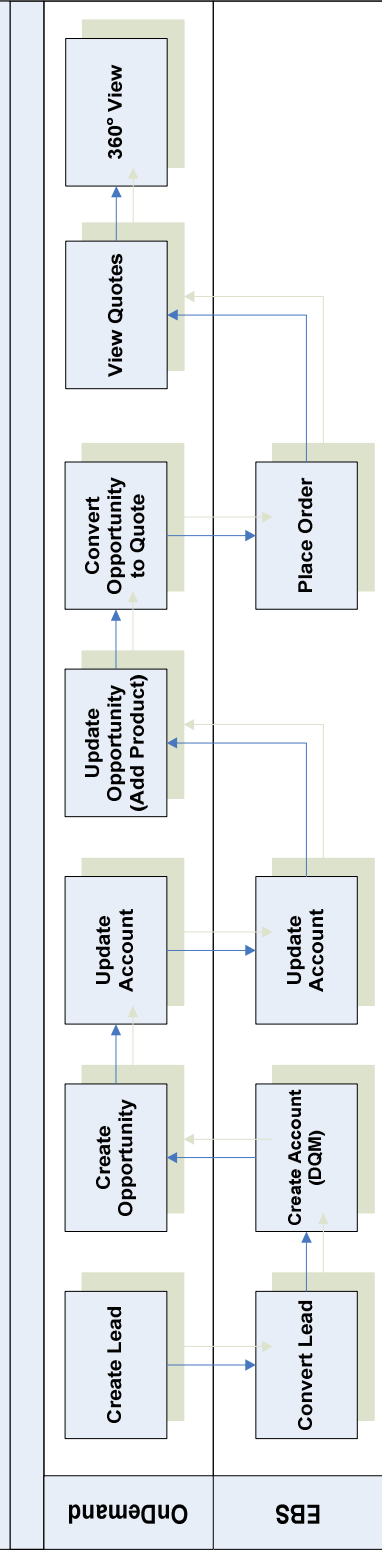
Marketing

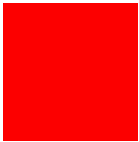


Taking an Order

ORACLE

OnDemand-to-EBS: Lead to Cash





Rep on the Road

1

CRM OD Benefits

Central Source of Customer Information

Actionable Insight

Leverage of EBS investment

Marketing

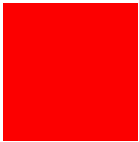
2

3

Taking an Order



ORACLE



Rep on the Road



Marketing



Taking an Order



**Customer
Follow-up**

ORACLE

[Home](#) | [Calendar](#) | [Accounts](#) | [Contacts](#) | [Leads](#) | [Opportunities](#) | [Reports](#) | [Campaigns](#)

[Contact List](#) | Look In: All + | [Back to Campaign Detail](#) | [New Contact](#)

[Today's Calls](#) | [Menu](#) | [Go](#) | [Previous](#) | [Next](#)

Last Name	First Name	Account	Work Phone #	Cellular Phone #	Email	Owner	Department
Edit Cheney	Jason	Walt Automotive	00 +1 614 226-5901	00 +1 614 233-4964	jcheney@waltautomotive-od.com	Ian McAllister	Service
Edit Chou	Ruth	Timmons Service	00 +1 843 295-3401	00 +1 843 586-3464	rchou@timmonsservice-od.com	Donna Jones	Executive Office
Edit Comeris	James	PD Enterprises	00 +1 213 453-3401	00 +1 213 837-7386	jcomeris@pdenterprises-od.com	Jeff Smith	Finance
Edit DeSantos	David	Barber Design	00 +1 415 248-5501	00 +1 415 385-6975	ddesantos@barberdesign-od.com	Jeff Smith	Sales
Edit Desmond	Sean	GC Corporation	00 +1 901 956-5701	00 +1 901 539-3735	sdesmond@gccorporation-od.com	Ethan Phillips	Executive Office
Edit Ellison	Larry	Oracle Corp	00 +1 650 506-0024			Joanne Brown	
Edit Gilbert	Sandy	Walkys Central	00 +1 972 683-5201	00 +1 972 974-7777	sgilbert@walkyscentral-od.com	Ryan Taylor	Service
Edit Glenn	Heather	BXC, Inc.	00 +1 515 249-7901	00 +1 515 537-6438	hglenn@bjcinc-od.com	Ryan Taylor	Service
Edit Goldman	Todd	Taylor and Greene	00 +1 651 928-4801	00 +1 651 586-3464	tgoldman@taylorandgreene-od.com	Ryan Taylor	Sales
Edit Graham	Russell	J and F Enterprises	00 +1 878 735-2001	00 +1 878 623-7482	rgraham@jandfenterprises-od.com	Ian McAllister	Sales
Edit Holley	Phoenix				stevemod@fastmail.fm	Jeff Smith	
Edit Maier	Bill	Timmons Service	00 +1 843 295-3402	00 +1 843 697-6438	bmaier@timmonsservice-od.com	Donna Jones	Sales
Edit Markson	Jane	Pedro Graphics	00 +1 305 993-2901	00 +1 305 727-2575	jmarkson@pedrographics-od.com	Donna Jones	Sales
Edit Matthews	Travis	Bayview Corp.	00 +1 704 623-7201	00 +1 704 735-9574	tmatthews@bayviewcorp-od.com	Donna Jones	Sales
Edit McDonald	Leonard	United Enterprises	00 +1 302 946-4801	00 +1 302 372-3973	lmcdonald@unitedenterprises-od.com	Ian McAllister	Finance
Edit Miller	Jennifer	Coastal Company	00 +1 202 763-2101	00 +1 202 333-4682	jmillier@coastalcompany-od.com	Ethan Phillips	Executive Office
Edit Mills	James	Siebert and Blue	00 +1 212 746-7701	00 +1 212 583-4773	jmillis@siebertandblue-od.com	Ian McAllister	Executive Office
Edit Milstein	Rebecca	VinCo International	00 +1 212 724-4301	00 +1 212 488-7676	rmilstein@vincointernational-od.com	Ian McAllister	Service
Edit Minkus	Chris	Matthew Ellis	00 +1 872 658-3001	00 +1 872 293-6866	cminkus@matthewelliscorp-od.com	Ryan Taylor	Executive Office

[Message Center](#) | 0 New Messages

[Search](#)

[Recently Viewed](#)

- New Prospects
- Larry Ellison
- Jason Cheney
- Oracle Corp
- Doug Allen

[Favorite Records](#)

- New Prospects
- Larry Ellison
- Show Full List

[Favorite Lists](#)

- Ian McAllister Accounts
- Donna Jones Accounts
- Jeff Smith Accounts
- Lisa Waller Accounts
- Ryan Taylor Accounts
- Today's Calls
- Show Full List

[Create](#)

[Calendar](#) | **October 2008**

S	M	T	W	T	F	S
	1	2	3	4	5	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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ORACLE Siebel CRM On Demand

Training and Support | Admin | My Setup | Deleted Items | Help | Sign Out

Home | Calendar | Accounts | Contacts | Leads | Opportunities | Reports | Campaigns

Links

0 New Messages

Search

Recently Viewed

- New Prospects
- Larry Ellison
- Jason Cheney
- Oracle Corp
- Doug Allen

Favorite Records

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- Larry Ellison

Show Full List

Favorite Lists

- Ian McAllister Accounts
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Show Full List

Create

Calendar

October 2008

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Contact Detail: Larry Ellison | Back to Contact List

Edit Layout | Help | Printer Friendly

Key Contact Information:


Contact Detail Information:

Additional Information:

Available Section:

Available Section:

Photo



LinkedIn

Notes

Customer Satisfaction Surveys

Campaigns

Unknown Zone (Mixed)

Customer Satisfaction Surveys

Question	Answer	Comments
How would you rate our product features?	5-Very Satisfied	The team at Oracle love Wii Sports
How would you rate our product usability?	5-Very Satisfied	It is as friendly as any Oracle software we sell
How would you rate customer service?	5-Very Satisfied	
How would you rate the ease of setup?	5-Very Satisfied	
Would you recommend this product to someone else?	4-Satisfied	
Would you be interested in being a reference?	2-Dissatisfied	

- Favorite Records**
- New Prospects
- Larry Ellison
- Show Full List

- Favorite Lists**
- Ian McAllister Accounts
- Donna Jones Accounts
- Jeff Smith Accounts
- Lisa Waller Accounts
- Ryan Taylor Accounts
- Today's Calls
- Show Full List

- Create**
- Calendar

October 2008

S	M	T	W	T	F	S
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Key Contact Information:

Contact Detail Information:

Additional Information:

Available Section:

Customer Segment: Consumer
 Customer Tier: Standard

Last Survey Outcome: Satisfied
 Last Assessment Date: 19/10/2008
 Referenceable: No
 Likely To Recommend: Yes

Available Section:

Photo

LinkedIn

Notes

Customer Satisfaction Surveys

Name	Actual Score	Threshold Score	Outcome	Modified By
Edit: Delete Satisfaction - Consumer/Standard	5	3	Satisfied	Joanne Brown 20/10/2008 2:02 pm

Show Full List

Campaigns

Contact Relationships

Contact Interests

Opportunities

Message Center

Search

Recently Viewed

Larry Ellison

New Prospects

Jason Cheney

Oracle Corp

Doug Allen

Favorite Records

New Prospects

Larry Ellison

Show Full List

Favorite Lists

Ian McAllister Accounts

Donna Jones Accounts

Jeff Smith Accounts

Lisa Waller Accounts

Ryan Taylor Accounts

Today's Calls

Show Full List

Create

Calendar

October 2008

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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Done

Contact Detail: Larry Ellison | Back to Contact List

[Contact Details](#) | [New](#) | [Edit](#) | [Delete](#) | [Merge](#) | [Unsubscribe](#) | [New Note](#) | [Printer Friendly](#)

Key Contact Information: Joanne Brown Initial Purchase 12:56 PM

Contact Detail Information: Larry bought a Wii for on board his yacht - apparently he has a big one.

Additional Information:

Available Section: Customer Segment Consumer Customer Tier Standard

Available Section:

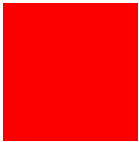
[Photo](#) | [LinkedIn](#) | [Notes](#) | [New](#) | [Unsubscribe](#)

Customer Satisfaction Surveys | [Add](#)

Name	Actual Score	Threshold Score	Outcome	Modified By
Delete Satisfaction - Consumer/Standard	5	3	Satisfied	Joanne Brown 20/10/2008 2:02 pm

[Show Full List](#)

[Campaigns](#) | [Add](#) | [Contact Relationships](#) | [Add](#) | [Contact Interests](#) | [Add](#) | [Opportunities](#) | [New](#)



Rep on the Road

1

Marketing

2

CRM OD Benefits

Central Source of Customer Information

Actionable Insight

Leverage of EBS investment

Personalised Service

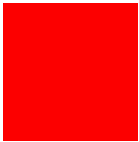
3

Taking an Order

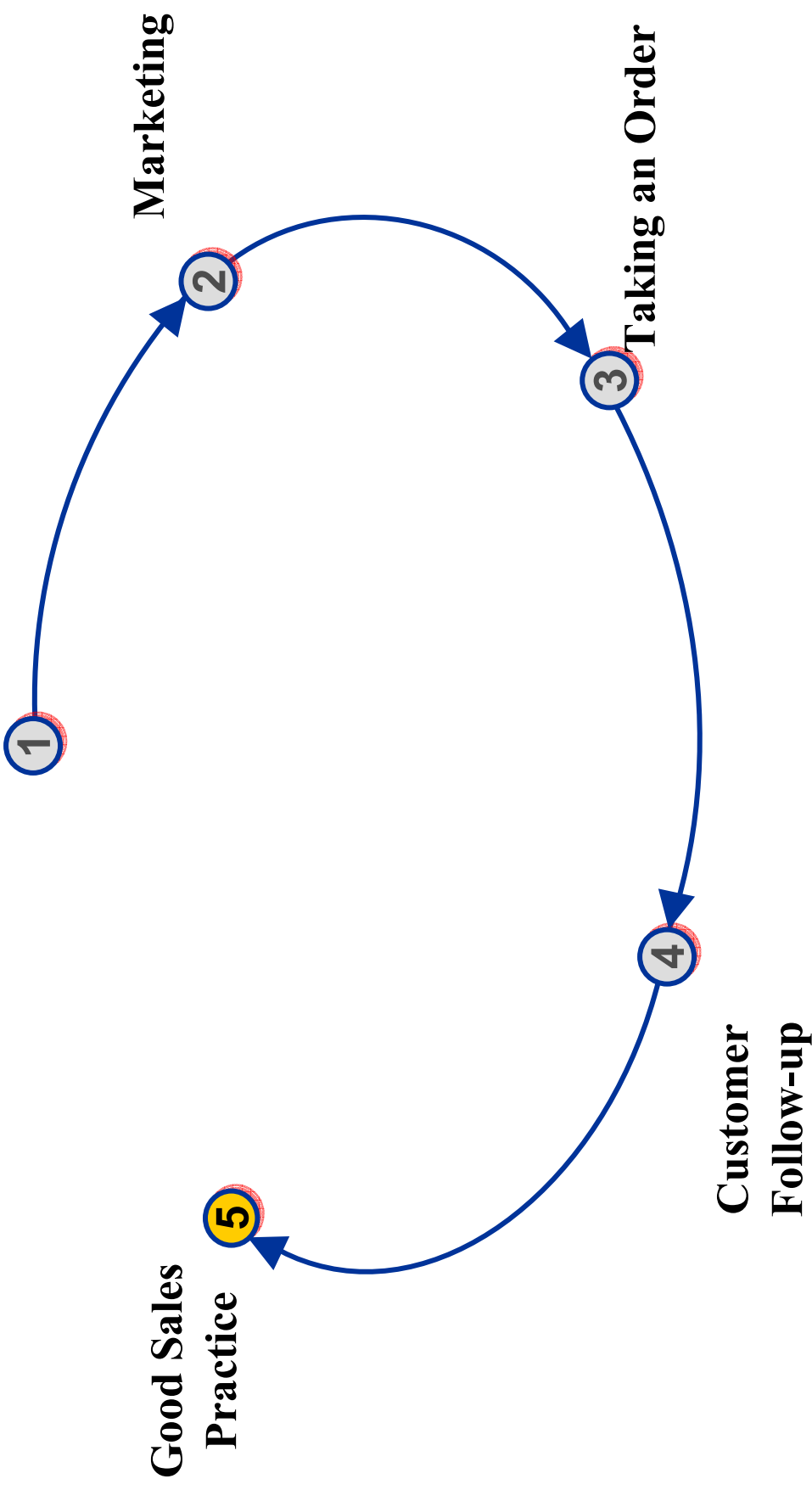
4

**Customer
Follow-up**

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Rep on the Road



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Home

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- Google Map Search
- Today's Horoscope
- Google Calendar
- Oracle CRM On...
- Oracle CRM On...
- Account Report
- Newsreel Yahoo...

Newsreel Yahoo News

Soccer: Kalou leads Chelsea romp
Salomon Kalou scored twice and set up another yesterday in Chelsea's 5-0 romp at Middlesbrough to maintain the Blues' high-scoring title charge in the Premier League. Dirk Kuyt scored his first two league goals since April 2007. ...

[10 Reasons Firefox is Better](#)

Oracle CRM On Demand - Message Center

Message Center
Refresh 0 New Messages

Joanne Brown	Initial Purchase	12:56 PM	New Note
Joanne Brown	Billing Query	20/05/2008	

1-2 of 2

Account Report
Unknown Zone (Mixed)

Done

Google Calendar

October 2008


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21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18





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steve.holley@oracle.com | [Classic Home](#) | [My Account](#) | [Sign out](#)



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- [Google Map Search](#)
- [Today's Horoscope](#)
- [Google Calendar](#)
- [Oracle CRM On...](#)
- [Oracle CRM On...](#)
- [Account Report](#)
- [Newsreel Yahoo...](#)

Newsreel Yahoo News

Soccer: Dodd nets winner to sink Mariners
One Karl Dodd goal, scored from their only corner of the match, earned the Wellington Phoenix a gritty 1-0 win over the Central Coast Mariners in testing conditions in Gosford yesterday. Dodd's goal, his first in 37 league outings,...

[10 Reasons Firefox is Better](#)

Google Calendar

October 2008						
S	M	T	W	T	F	S
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18

Oracle CRM On Demand - Message Center

Message Center
Refresh

Joanne Brown Initial Purchase
Contact: Larry Ellison

Larry bought a Wil for on board his yacht - apparently he has a big one.

Joanne Brown Billing Query 20/05/2008

Sign Out

Account Report

Unknown Zone (Mixed)

Oracle CRM On Demand - Message Center

Message Center
Refresh

Joanne Brown Initial Purchase
Contact: Larry Ellison

Larry bought a Wil for on board his yacht - apparently he has a big one.

Joanne Brown Billing Query 20/05/2008

Sign Out

Account Report

Unknown Zone (Mixed)

Contact Detail

- Contact Details [New](#) [Edit](#) [Delete](#) [Merge](#)

Key Contact Information:

Mr./Ms.
First Name **Larry**
Last Name **Ellison**
Account **Oracle Corp**
Job Title **CEO**
Web Search [Click here](#)

Work Phone # **00 +1 650 506-0024**
Work Fax #
Cellular Phone #
Email
Secondary eMail
Never Email

Contact Detail Information:

Additional Information:

Available Section:

Available Section:

+ Photo

+ LinkedIn

+ Notes [New](#) [Unsubscribe](#)

+ Customer Satisfaction Surveys [Add](#)

Name	Actual Score	Threshold Score	Outcome	Modified By
Edit Delete Satisfaction - Consumer/Standard	5	3	Satisfied	Joanne Brown 20/10/2008 2:02 pm

[Show Full List](#)

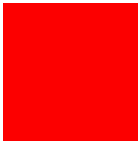
+ Campaigns [Add](#)

+ Contact Relationships [Add](#)

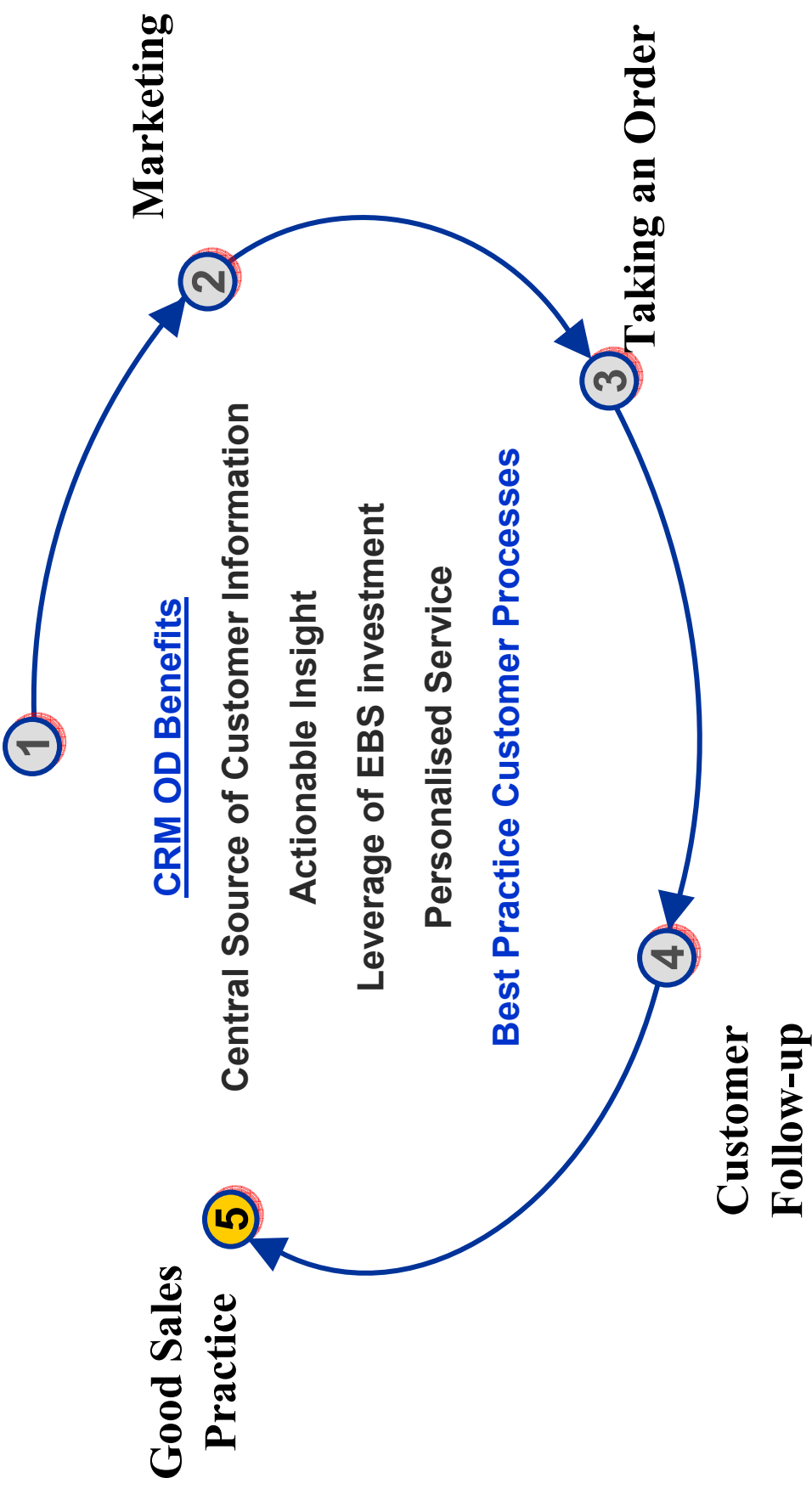
+ Contact Interests [Add](#)

Error on page.

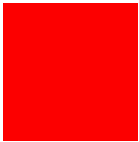
Unknown Zone (Mixed)



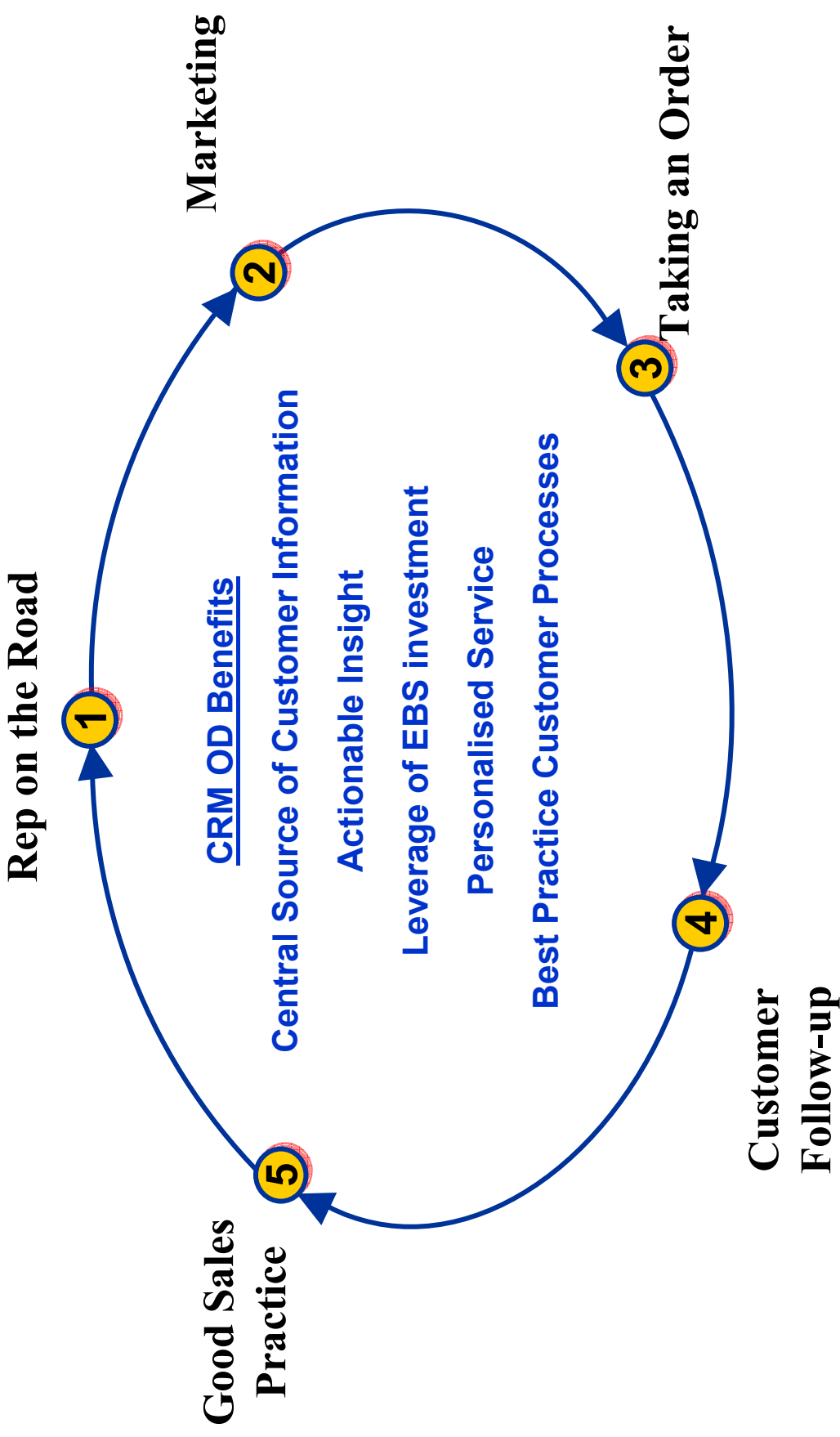
Rep on the Road



ORACLE



Lipservice?



ORACLE

Oracle CRM on Demand

- Comprehensive CRM Solution
- Loved by Sales AND Management
- Pre-built integration to Oracle EBS

= **85%**

Reduction in Integration Cost

- Built in Contact Center
- Industry leading Oracle technology
- World class hosting operations
- Single vendor commitment
- Fast to deploy Cheap to support

Industry-specific CRM

Sales

Marketing

Service

Built-in Contact Center

Embedded Analytics with
Built-in Data Warehouse

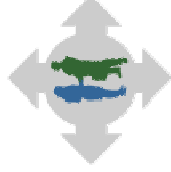
Customization, Integration
& Extensibility

World-Class, Single-Vendor
Hosting Infrastructure

Easy to Use | 360° Customer View | Pipeline Visibility & Business Trending

ORACLE

Pre-built Industry-Specific Editions



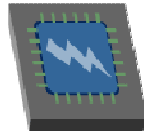
Financial Services

Referral/lead management
Household/contact management
Financial profiling and portfolio tracking
Customer analysis



Life Sciences

Medical education/events management
Complex relationship managing
Medical field sales planning and forecasting



High Tech

Asset management
Marketing fund management
Account, contact, & opportunity mgmt
Quota management



Automotive

Dealer profiling
Vehicle & dealer service management
Retail and Fleet opportunity management

ORACLE

Availability, License & Support

License

- ▶ CRM on Demand – per user from \$90 + GST per month. (exchange rate may vary without notice)
- ▶ E-Business Suite PIP - Licensed per CPU.
- ▶ Runtime user license for Fusion Middleware SOA suite components and Oracle application server.

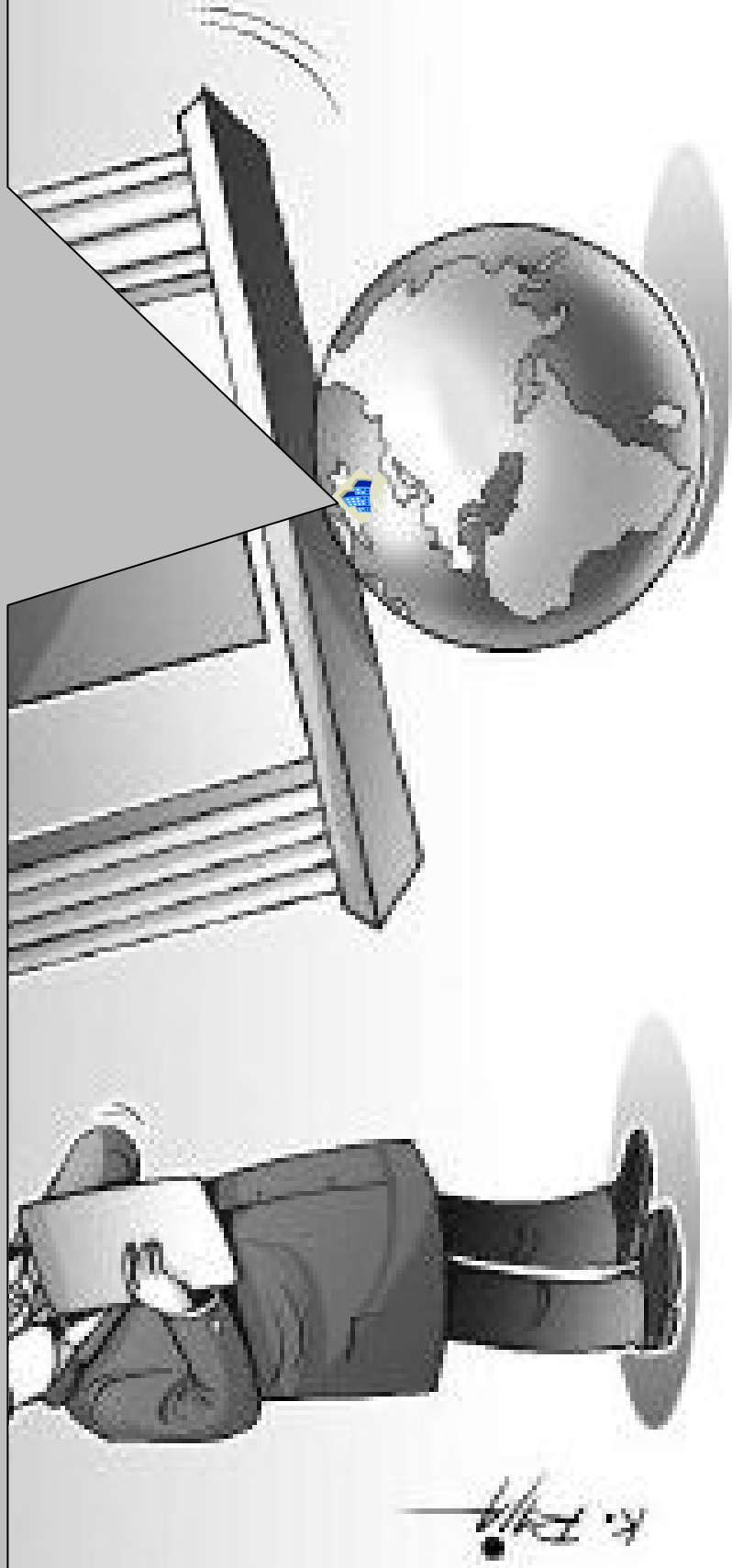
Support

- ▶ Supported for customers with active maintenance contracts of integrating applications

ORACLE

Oracle CRM on Demand + E-Business Suite

- **Leverage your investment**
- **Customer knowledge**
- **Critical insight and information**
- **Personalised customer service across every channel**
- **Stay agile**



Need more information?

Oracle CRM on Demand – Integration
<http://crmondemand.oracle.com/en/products/integration/index.htm>

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