SIEBEL LOYALTY MANAGEMENT 8.1.1

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CUSTOMER RELATIONSHIP
MANAGEMENT

KEY FEATURES:

- Complete, multi-channel loyalty management solution
- Comprehensive member view
- Flexible tier assessment models and membership schemes
- Robust promotions management
- Highly flexible, rules framework designed for business users
- Robust and scalable loyalty engine supporting real time and batch processing across channels
- Multi-channel member care and management
- Packaged loyalty member call center solution
- Pre-built loyalty process business flows
- Flexible redemption payment methods and currencies
- Dynamic redemption pricing
- Flexible accrual rewards
- Corporate-employee joint rewards
- Pre-built, configurable member portal
- Comprehensive partner management
- Configurable partner transaction validation
- Pre-built configurable partner portal
- Integrated with core CRM processes including marketing, service, order management and analytics
- Pre-built web services for loyalty processes

Oracle's Siebel Loyalty Management 8.1.1 transforms the effectiveness of customer loyalty initiatives so that you can minimize attrition and increase the value and duration of your most important customer relationships. Oracle is the only enterprise software company that offers a comprehensive, packaged and fully integrated application for managing the complete loyalty program lifecycle. With Siebel Loyalty Management 8.1.1, you can acquire and leverage rich customer insights and embedded best practices to deliver innovative and differentiated programs that drive behavior and build value, offer great customer experiences across channels and adapt quickly and cost-effectively to improve competitive advantage.

Improve the Effectiveness of Loyalty Programs

Despite the popularity of loyalty and incentive programs, many organizations have failed to increase the loyalty and value of their most important customers because they are unable to identify their most profitable customers and effectively drive desired behavior. Constraints imposed by fragmented data, siloed point solutions, heavy reliance on IT, and inflexible and costly legacy systems make it difficult to gain an accurate view of key customers and their behaviors, bring differentiated incentives and rewards to market quickly, and ensure a superior multi-channel member experience. Oracle uniquely solves these challenges with Siebel Loyalty Management 8.1.1.

Unique, Comprehensive Multi-Channel Solution

Oracle's Siebel Loyalty Management 8.1.1 is a comprehensive, customer-centric, multi-channel and multi-partner loyalty solution that supports the entire loyalty program lifecycle. Siebel Loyalty Management 8.1.1 includes deep industry and loyalty best practices for member enrollment and management, tier management, accrual and redemption, personalized loyalty promotions and member communications, multi-channel customer care, cross-industry partner management and analytics. It is delivered on an open, standards-based and scalable platform and that provides flexibility and agility far beyond traditional systems. Business users rather than IT can directly define innovative offers or set-up new partners to dramatically reduce time to market. Unlike other products, Siebel Loyalty Management 8.1.1 is the only packaged solution that is fully integrated with the world's leading Customer Relationship Management (CRM) solution for a unified 360-degree view of the customer and support for end-to-end processes to drive improved business results. Organizations can optionally use Siebel Loyalty Management 8.1.1 with other Siebel CRM solutions such as those for customer

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data management, marketing, service, order management, ecommerce and analytics to standardize on a single application platform and reduce total cost of ownership.

Enhanced Customer and Program Insight

At the heart of Siebel Loyalty Management 8.1.1 is a 360-degree view of each customer's profile, attitudinal insights, and behavioral information. It provides business users access to extensive information on each member including tier status and value, transaction history, loyalty assets, eligible and enrolled promotions, service requests, sales orders and activities, preferences and response history. Using Oracle's CRM analytics applications, business users can leverage this information to improve customer insight, personalize the customer experience, and improve decision making.

Complete Program Management

Siebel Loyalty Management 8.1.1 enables business users to manage every aspect of running a loyalty program, from program creation and tier management to partner management and the creation of accrual and redemption rules. Siebel Loyalty Management 8.1.1 helps you streamline and optimize critical loyalty business processes and deliver differentiated and innovative programs that drive behavior and build value.

The Siebel Loyalty Manager module provides an intuitive, process-driven user interface, enabling business users without assistance of IT to create and deploy complex and targeted loyalty promotions in minutes rather than days and setup new partners in hours rather than weeks. Siebel Loyalty Manager also provides business users with flexible tier management and assessment to differentiate and recognize members based on multiple dimensions including value. Siebel Loyalty Manager enables business users to complete a wide range of activities:

- Set-up one or more loyalty programs (e.g., one per line of business, etc.)

- Manage multiple targeted membership schemes with variable durations and price, including support for corporate-employee joint programs

- Manage multiple tier classes and models and easily control all the aspects of tier management from the number of tiers and tier rewards to point expiration rules

- Set-up partners, products and services offered for accrual and redemptions including product catalogs

- Create and deploy targeted loyalty promotions

- Setup and manage simple to complex accrual rules and promotions

- Define and manage redemption prices in multiple payment modes and currencies (e.g., Points, Points + Pay, etc.) and rules to adjust redemption prices dynamically

- Implement service recovery compensation and other membership administration tasks for individual as well as group of selected members

- Run statements and manage member communications.

Powerful, Scalable Loyalty Transaction Engine

Siebel Loyalty Management 8.1.1 includes a highly scalable, high performance engine that supports batch and real-time processing of loyalty transactions and rules.

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Transactions can be sourced from multiple channels including: Siebel Loyalty Management 8.1.1, point of sale systems, kiosks, web portals and partner systems. The Siebel Loyalty Engine ensures that all accruals, redemptions, and tier changes are accurately processed and member balances updated accordingly. Each transaction carries information such as which promotions got applied and which did not and the reasons why. The Siebel Loyalty Engine offers unrivalled performance, scalability, and reliability and performs a variety of key functions:

- Processes a loyalty member's accrual and redemption transactions – in batch or in real time

- Validates transactions for data adequacy, duplication and accuracy

- Determines member eligibility and calculates the number of points by point type (e.g. qualifying and non-qualifying) that a member should earn

- Determines eligibility for tier upgrades and downgrades and effects tier changes based on tier assessment model

- Determines member eligibility and calculates redemption price for redemption of products and services. Supports multiple redemption pricing options (e.g., points, points + pay, points by distance, points by zone, etc.), multiple currencies, and dynamic redemption pricing (based on member, transaction information).

- Expires points and vouchers.

Comprehensive Cross-Channel Member Care and Support

Siebel Loyalty Management 8.1.1 enables organizations to deliver a superior customer experience across channels while reducing time and cost to serve. It offers a variety of solutions that allow organizations to deliver world-class customer care and consistently recognize, support and reward customers based on value in real-time and at every touchpoint including over the phone, at a customer service desk, via the web, at the point of sale, from a kiosk, or from any 3rd party application using web services.

Siebel Loyalty Management 8.1.1 offers four different packaged solutions to support member care needs:

- Siebel Member Services Representatives module: enables contact center agents to more effectively service the needs of members of a loyalty program such as, enrolling members, creating member transactions, enrolling members in promotions or reviewing eligible or past promotions, processing redemption orders, and managing service requests.

- Siebel Loyalty Service Agent Console: supports key loyalty program related processes for a customer service desk role such as those found in retail stores, hotel front desks, and airline service desks.

- Siebel Loyalty Customer Portal: an out-of-the-box and configurable web site for customers to join loyalty programs, update their own profile, review their point balances, redeem points for goods and services, and enroll in targeted loyalty promotions.

- Siebel Loyalty In-Store Loyalty Engine: provides an alternate deployment option

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for loyalty programs to reward members in real-time at the point of service without the need to call the centralized loyalty system.

To help ensure consistent and high-quality care, Siebel Loyalty Management 8.1.1 offers a set of pre-configured member processes that are commonly required by loyalty programs across industries such as: membership enrollment, renewal, cancellation; points related services such as purchase, transfer, gift and re-activation; redemption services including fulfillment, cancellation and certificate re-issue; retroactive claim processing and dispute resolution processing. Agents or customers can be guided through the completion of the process using a pre-configured task flow that enhances productivity and ensures a consistent customer experience. In addition, Siebel Loyalty Management 8.1.1 provides a comprehensive set of web service-enabled processes to allow easier and faster integration with 3rd party applications.

Complete Partner Management

Siebel Loyalty Management 8.1.1 provides end-to-end loyalty partner support – from recruitment and set-up to joint promotions, billing, and analysis. This dramatically reduces the time and effort required to bring on new loyalty program partners and manage ongoing partner activities through an extensive set of capabilities including:

- Support for pre-purchase and "pay-as-you-go" partners

- Flexible and configurable partner product offerings and accrual/redemption rules

- Partner specific financial and billing controls and partner statements

- Multi-partner joint promotions and cost sharing

- Configurable, industry-specific transaction processing validation capabilities

- Configurable, out-of-the-box partner portal.

Bottom Line

Identifying and retaining your best customers has never been more important. Siebel Loyalty Management 8.1.1 is a unique and comprehensive solution that allows you to retain and grow your most important customer relationships, acquire rich customer insights, and improve the overall customer experience through dynamic, differentiated and cost-effective loyalty initiatives.

If you would like more information about Oracle's Siebel Loyalty Management 8.1.1, please call 1.800.866.4093 or visit http://www.oracle.com/applications/crm/siebel/ enterprise-marketing/loyalty-management

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