MODERN SEARCH FOR ORACLE SIEBEL CRM – QUICK RESULTS WITHOUT EXTENSIVE SEARCHES

So simple, and yet so decisive. With the quick, easy and effective Riverland Reply search solution for Oracle Siebel CRM, users have information from their CRM system at their fingertips at any time. Modern Search for Oracle Siebel offers the benefit of modern search functions with which users of Internet search engines are familiar. This reduces unnecessary work hours required by CRM users to search for customers and business processes to a minimum. The simple operation improves the ease of the search for relevant hits and the quality of the results, thereby sustainably increasing the efficiency of the CRM processes in the company.

LIMITATIONS OF STANDARD SEARCH FUNCTIONS

Oracle Siebel CRM counts among the leading CRM solutions in the market and supports organisations in all industries and of all sizes in differentiating themselves from the competition. The standard search functions of Oracle Siebel CRM often do not provide the user experience that users of modern search applications such as Internet search engines are used to. Convenience, speed, quality of the search results as well as simplicity in use lag behind expectations.

TIME AS A COST FACTOR. In the operation of CRM applications and call centers, the time the users take for search procedures are a considerable cost factor. Finding the right customer, the corresponding orders or service requests take up a great deal of valuable time. Standard search functions quickly reach their limits and do not offer the necessary effectiveness and efficiency.

LIMITS IN THE STANDARD. The Oracle Siebel CRM standard offers only an object-specific search, this means in the customer search, for example, only customers are found, and in the order search only orders are found. A unified, central search across various objects is therefore not possible. Furthermore, search results are static and highly dependent on the available data quality. Write errors in data recording lead to undesired results in the search.

FIND EASILY WITH MODERN SEARCH BY RIVERLAND REPLY

CONVENIENCE AND SPEED. So simple, and yet so decisive. With the quick, convenient and effective solution for Oracle Siebel CRM from Riverland Reply, users have the information from their CRM system at their fingertips at any time. Modern Search for Oracle Siebel CRM offers CRM users the benefits of modern Internet search functions. Initial search results are shown already after a few letters have been entered in the unified search box, independent of categories and search terms. The more exact the search term is specified, the more exact the result.

EFFICIENCY AND ACCEPTANCE. In the classic database query with Oracle Siebel standard tools, the user must know the exact search term to receive the relevant search results in a reasonable amount of time. With Modern Search by Riverland Reply, this also works when various spellings lead to one search term in the system. Classic application cases are, for example, various spellings of contact names. In this case, Modern Search by Riverland Reply shows all phonetically similar sounding names in the search hits and offers the user a convenient selection function. The solution therefore provides more efficiency in the service area and more acceptance in sales.
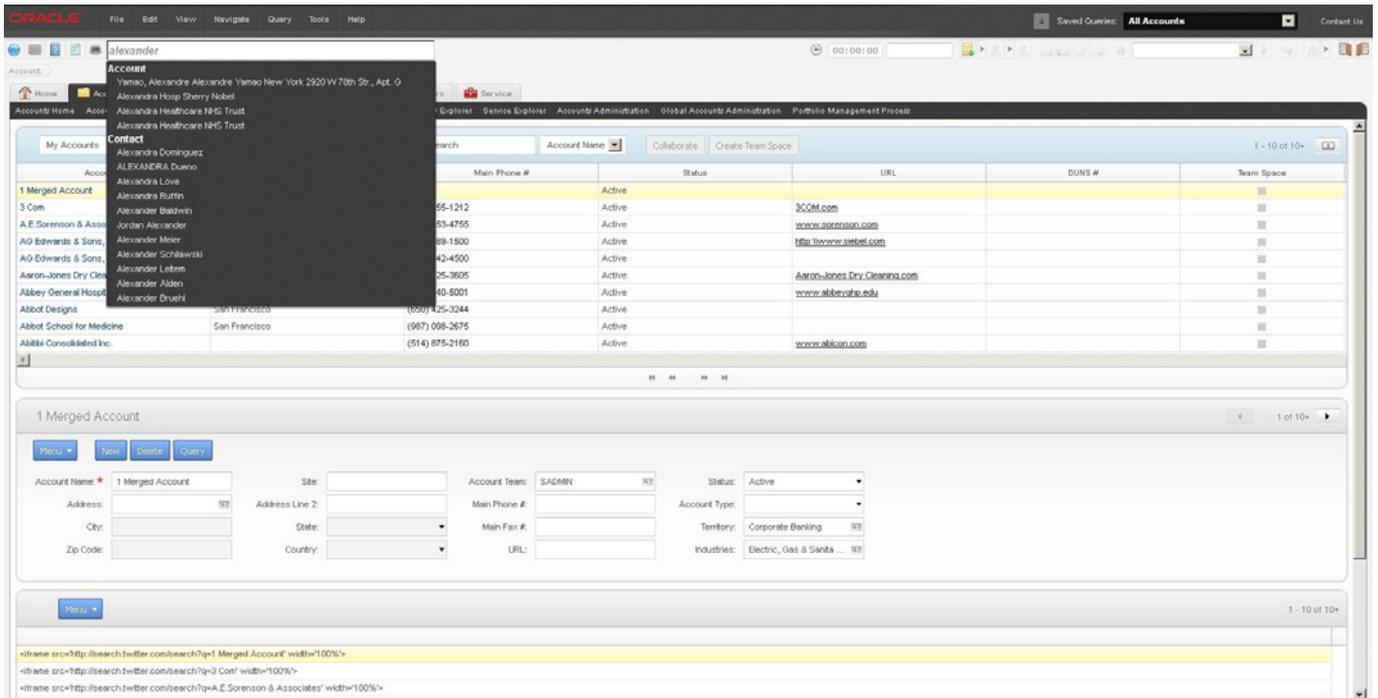
IMPLEMENTATION PACKAGE AT A FIXED PRICE

To implement the solution, the classic Oracle Siebel CRM was supplemented with the Modern Search components. Once the initial indexing of the system is complete, the search function is available. During operation, the indexing updates itself in the background and thus ensures the secure function as well as the quality of the search. This occurs without influencing the actual Oracle Siebel CRM system.

We offer the implementation of Modern Search by Riverland Reply at a fixed price. Our package includes the following services:
- Definition and documentation of the Siebel database attributes for the search index.
- Definition and documentation of the "GoTo" jump targets in the Siebel system.
- Modern search installation on one development system.
- Configuration of the Modern Search back end.
- Implementation of the Modern Search interface and the GUI on the Siebel side.
- Performance of the index initial load on the defined development system.
- Modern Search installation support for one test system and the productive system.
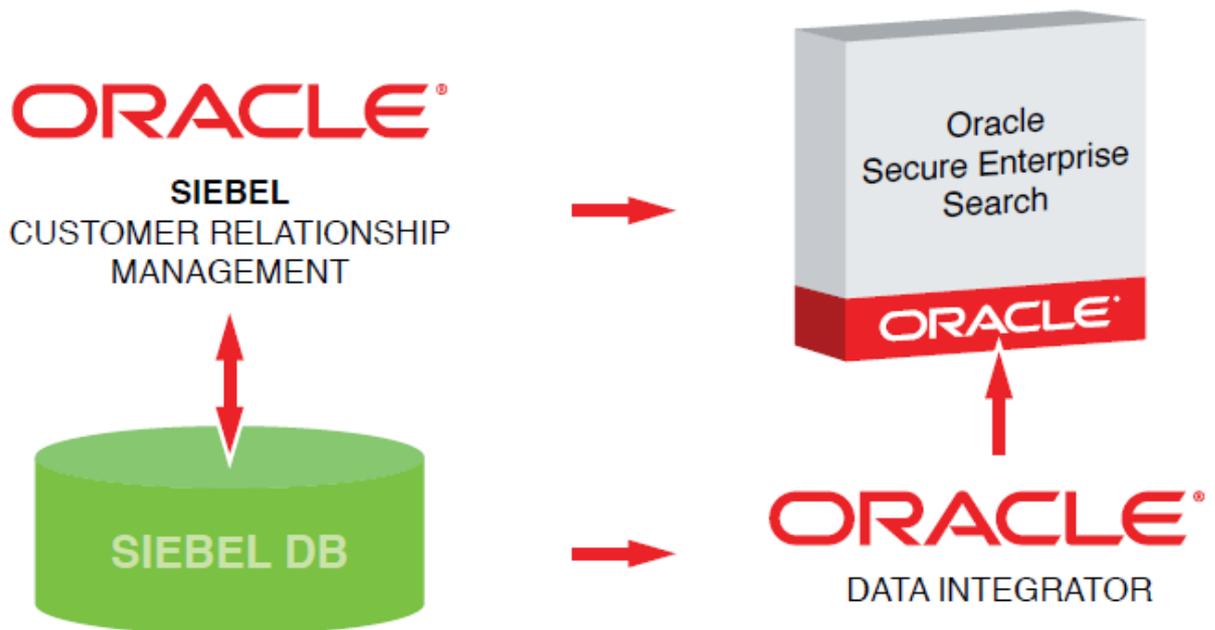
RETURN ON INVESTMENT (ROI)

Modern Search by Riverland Reply contributes considerably to cost reductions in the operation of Oracle Siebel CRM applications and call centers. The cost reductions result in particular from the reduction in processing times required by users for search procedures when using conventional standard search functions. In the service and sales area, the solution therefore leads to more efficiency and effectively supports the CRM user in completely concentrating on the customer and implementing the CRM strategy of the company.

Riverland Reply specializes in technical consultation, implementation and system integration in the fields of processes, business solutions and technologies. The core competencies of the company include Customer Relationship Management and Business Intelligence. Riverland Reply develops and implements custom-tailored compositions of Oracle solutions for these fields. The inclusion in the Reply network of the European-wide IT service providers gives Riverland Reply access to the knowledge of over 3,800 IT experts. In 2012, the Reply Group had a turnover of over 494 million euros in its main subsidiaries in Italy, Germany and the United Kingdom. For further information, visit www.reply.de.

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