

ORACLE CRM ON DEMAND – AUTOMOTIVE EDITION



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

With Oracle CRM On Demand Automotive Edition, you can drive superior sales and service to increase customer satisfaction. The first hosted CRM solution specifically designed for the automotive industry, Oracle CRM On Demand Automotive Edition extends critical CRM capabilities such as vehicle support and multi-channel selling throughout a manufacturer's extended enterprise with no significant upfront investments. Using Oracle CRM On Demand Automotive Edition, internal sales, marketing, and customer support agents can all leverage one central set of customer data.

OBTAIN CONSOLIDATED CUSTOMER DEMOGRAPHICS AND VEHICLE PROFILE

Traditionally, users that manage a large number of customer interactions—such as customer service or fleet sales representatives— had to rely on inadequate homegrown CRM tools. Now, these groups can leverage the best-in-class capabilities incorporating best practices available from Oracle CRM On Demand Automotive Edition to support their critical customer business processes through an intuitive, easy-to-use application.

Oracle CRM On Demand Automotive Edition provides service representatives a complete view of a customer's profile and full understanding of the customer's vehicle sales, service, and financial history. The consolidated customer profile and history of relationships between customers, vehicles, and dealers are all easily accessible from one comprehensive customer dashboard. With powerful integration tools, users additionally have the ability to access multiple legacy applications from within Oracle CRM On Demand to locate, access, and package related information relevant to the customer or vehicle. These capabilities provide sales, marketing, and service professionals instant access to important customer information needed to effectively provide service as well as cross-sell and up-sell additional products and services.

ENABLE MULTICHANNEL SELLING

Oracle CRM On Demand Automotive Edition supports the unique selling processes of the automotive industry— where OEMs sell through dealers to consumers and businesses and, in some cases, directly to businesses in collaboration with a dealer. Oracle CRM On Demand Automotive Edition enables companies to identify and track the roles of each of these parties in the sales process and grant specific rights to data ownership that are consistent with the business practices of all partners. Oracle

KEY FEATURES**SALES MANAGEMENT**

- Complete customer data
- Complete dealer profiles
- Opportunity management
 - Retail customers
 - Fleet accounts
- Pipeline analysis
- Account and contact management
- Calendar and task management
- Integration with Microsoft or Lotus Notes email
- Manage literature requests and sales collateral

SERVICE MANAGEMENT

- Service request management
 - Customers
 - Vehicles
 - Dealers
- Service solutions
- Service analysis

VEHICLE MANAGEMENT

- Vehicle sales, service and financial history
- Dealer and license information
- Owner and contact information

CRM On Demand Automotive Edition also facilitates secure visibility of sales, service, and customer profile information.

DELIVER PERSONALIZED CUSTOMER AND DEALER SERVICE

Oracle CRM On Demand Automotive Edition enables the manufacturer to rapidly deploy and operate call centers to handle support calls from dealers and customers—vehicle owners, drivers, policy owners, or loan/lease holders. With Oracle CRM Call Center On Demand, which is available as an option for Oracle CRM On Demand Automotive Edition, call center agents need only a telephone and a PC connected to the Internet to handle vehicle service issues, product information requests, product defects, dealer complaints, warranty claims, general comments, finance or insurance issues, and lease questions. All incoming calls and emails are intelligently routed to the appropriate agent based on skill sets or functional expertise. Based on the incoming phone number, fax, or email address, Oracle CRM On Demand Automotive Edition can also provide the agent instant access to the profile of the caller and related vehicle and service information.

BOTTOM LINE

Oracle CRM On Demand Automotive Edition enables automotive manufacturers to extend CRM capabilities to users who need a world-class CRM solution that is fast to deploy and requires no upfront investment. These groups are often at the front lines of customer interaction, making them critical participants of a comprehensive CRM strategy. By enabling these users to successfully “surround and serve” the customer, Oracle CRM On Demand Automotive Edition drives higher customer satisfaction, reduced costs, and improved profitability that maximizes your return on investment.

For more information on how the Oracle CRM On Demand Automotive Edition can address your industry-specific CRM needs, call 1-866-906-7878 or visit www.crmdemand.com.

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